

Walker Crips Financial Planning

Fair Value Assessment & Target Market Information

April 2024

Firm name	Walker Crips Financial Planning Limited
Product/service name	Ongoing Annual Adviser Service

Product/service Information

Walker Crips Financial Planning provides a holistic financial planning advice service on investments, pensions and other tax wrappers, personal insurance protection, inheritance tax management, income drawdown and cash flow analysis.

This service is available to individuals resident in the UK only

Annual fee of 0.75% for funds up to £1.25m (minimum ongoing fee of £1,250 per annum)

Annual fee of 0.5% for funds between £1.25m and £3m (bespoke fee thereafter)

A feature of the service provided is a personal service whereby clients can speak to or email their advisers with one designated point of contact with no automated calls allowing direct access to the individuals looking after them.

Fair Value Assessment

This product has been subject to the firm's consumer duty process and has been reviewed and signed off by senior management as representing fair value to customers. This is in light of the following:

- Pricing Assessment
- Costing Analysis
- Benchmarking to peers
- Benefits of Service (which includes the following): -
- Annual review meeting and review report
- Bi-annual review service on assets over £1.25m
- Secure Portal for communications and to share documents
- Cash flow analysis if taking income
- Utilisation of ISA and Pension Allowances
- Risk appropriate and tax efficient investments
- Annual Compliance audit by external consultants - (graded 'Excellent' in last 4 years)

Walker Crips Financial Planning

Apollo House, Eboracum Way, York YO31 7RE | 01904 544 300 | planning@wcgplc.co.uk | walkercrips.co.uk/fp

Walker Crips Financial Planning Limited is authorised and regulated by the Financial Conduct Authority. Registered in England and Wales. Registration number 3790291.

Target market

This product is designed to meet the following customer needs and therefore our target market is based on the following: -

- Individuals who have a range of knowledge and experience from limited to experienced
- Individuals looking to accumulate their assets, those approaching or in retirement, those needing IHT planning, protection planning or holistic financial advice
- Pension transfer / investment amount of £200,000 or over
- Individuals resident in the UK only
- Individuals who require advice
- Individuals with a risk score of 3 to 10 (based on Defaqto's risk questionnaire used)

Types of customer for whom the product/service is unlikely to be suitable

- Individuals with less than £200,000 to invest
- Insistent clients
- Individuals with little (less than 10%) or no capacity for loss
- Individuals with no tolerance to risk
- Individuals resident outside of the UK
- Individuals who have a financial crime risk rating outside of the firm's risk rating
- Individuals paying fees of less than £1,250 per annum

Summary

In practice 18.8% of our customers have less than £200,000 invested and / or are paying below our minimum fee therefore our product is meeting the target market.

Other information which may be relevant to distributors

No online application facility is available.

The distribution channel is advisory only. This can be face to face, via video call or telephone.

Date Fair Value assessment completed	April 2024
Expected date of next assessment	April 2025

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