

SHARING A WEALTH OF WISDOM

BOOLERS



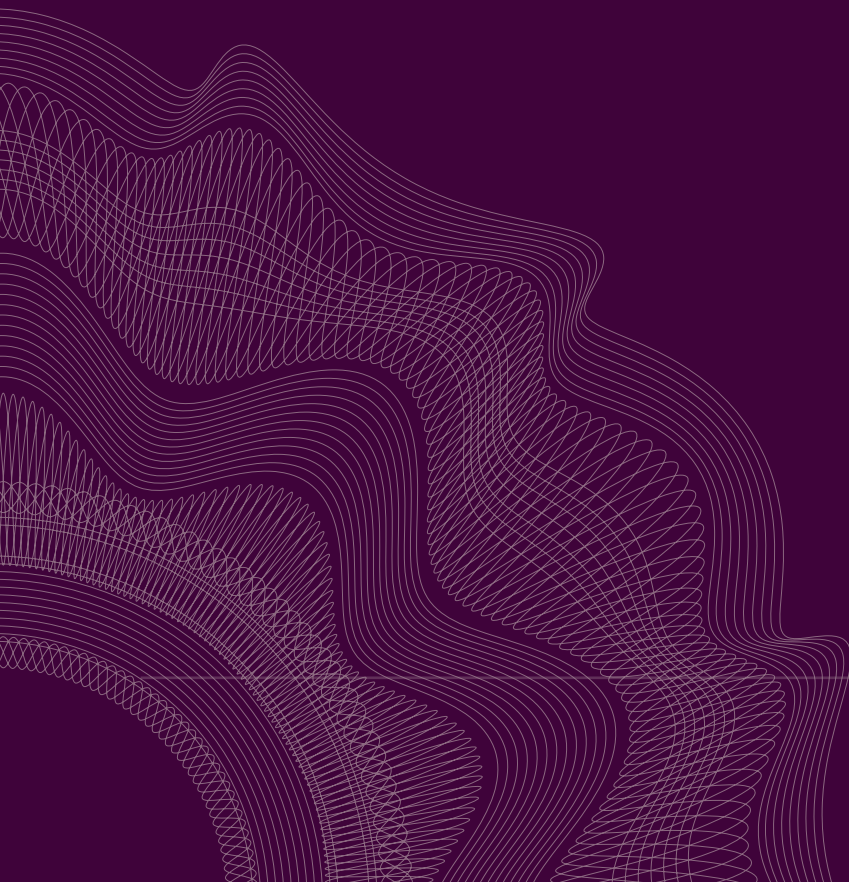
INNOVATION INTEGRITY RELIABILITY

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OUR MAIN OBJECTIVE IS TO
KEEP CLIENTS FOR THE LONGER
TERM TO HELP STEWARD
THEIR FINANCES AND CREATE
INNOVATIVE PLANNING WITH
A CRISP DELIVERY

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ANDREW WHITE



WELCOME TO BOOLERS

Boolers is a Chartered firm of Financial Planners. We have satisfied rigorous criteria relating to professional qualifications and ethical good practice to achieve this. It means you can be confident that you are dealing with one of the UK's leading firms that is wholly committed to providing you with the best possible advice, service and support.

We are a progressive, owner managed, independently owned business and for over 30 years have welcomed clients to our firm, offering advice in the specialist areas of pensions and investments.

Clients both old and new can expect a high standard of service, delivered at a fair price, in a manner that you would expect of a trusted advisor.

This brochure is designed to give a flavour of our services to prospective clients. We hope it encourages you to have the confidence to take the first steps in what we hope, and expect, to be a long and successful relationship.

THE PARTNERS OF BOOLERS



WHY BOOLERS?

Boomers is a leading UK firm of Financial Planners and Pension Scheme Trustees with over £750 million of clients' assets under administration.*

Although the business has grown, our original principles have remained intact. When dealing with Boomers you have peace of mind that your finances are being managed by a firm that has:

- **Financial Strength:** Dealing with one of the largest independently owned Financial Planning firms in the UK gives you a level of security that is difficult to find elsewhere
- **Professionalism:** We are committed to the highest standards of service and skill as demonstrated by our Chartered Status
- **Expertise:** We have a depth of technical knowledge that enables us to offer advice that you can depend upon
- **Experience:** Our Pensions and Investment managers have a history of resolving the projects that others shy away from
- **Support:** A firm is only as good as its people and we pride ourselves on the quality of our personnel and the service they deliver to clients



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OUR DISCRETIONARY INVESTMENT
TEAM HAVE OVER 75 YEARS OF
COMBINED EXPERIENCE

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ANDREW WHITE

Head of Investments



“

BOOLERS HAS ALWAYS STRIVED TO
OFFER INNOVATIVE AND PRACTICAL
SOLUTIONS FOR CLIENTS

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CAROLE WAGHORNE

Senior Pensions Manager

WHAT SERVICES CAN WE PROVIDE?

We pride ourselves on being innovative and flexible in our approach to creating solutions for our clients.

Our advice does not follow a prescribed formula and we aim to tailor our recommendations to the individual needs of our clients. That being said, we do have the following areas of experience and skill:

- **Investment Solutions**, including a review of existing arrangements, to meet your objectives
- **Individual Pension Solutions**, including advice on your existing arrangements, to meet your objectives
- **Self Invested Pension Solutions**, through our own Self Invested Personal Pension (SIPP) or Small Self-Administered Pension Scheme (SSAS)
- **Protection Solutions**, to mitigate the financial impact of long term illness or death
- **Inheritance Tax and Trust Planning**, to preserve your wealth for future generations
- **Corporate Pension Solutions and Employee Benefits**, to enhance your employee offering and help you keep your best staff

If your circumstances call for specialism in an area that we do not operate in we can recommend alternative professional firms to help you.

THE ADVICE PROCESS

Whether you have engaged with an advisor previously or are new to financial planning, it is important to have a clear understanding of what to expect as a Boolers' client.

To manage expectations and avoid unwanted surprises we have designed a six stage process. These stages are explained in greater detail over the next two pages.



Our first meeting with you is at our cost and without any obligation on your part. We think of this as a discovery meeting, where we learn about your aspirations and discover how we might be able to assist you with achieving your goals. Usually the meeting will take around 30 minutes to an hour.

The aim of the meeting is two-fold:

- To ensure that you have received sufficient information from us to enable you to make an informed decision as to whether you wish to engage with us
- To ensure we understand your objectives sufficiently to advise whether or not we are able to assist you

In order for your Financial Planner to identify your needs and opportunities it is necessary to gather detailed financial information from you.

Once this 'fact finding' is complete, you and your Financial Planner can agree a firm set of objectives and put in motion a plan of action.

We may also ask you to sign letters of authority, which will enable us to investigate existing arrangements in greater detail.

Before we commence any chargeable work a formal engagement is required. The purpose of this is to:

- Agree specific aims and objectives
- Agree the most appropriate ongoing service level for you, once any recommendations have been implemented
- Agree the fee level with you and how this is to be paid
- Explain your rights as a client

**RESEARCH &
RECOMMENDATION**

We will investigate any existing arrangements, research suitable products and prepare personalised recommendations.

A further meeting will take place to present these recommendations and answer any questions you may have. This is to ensure you are comfortable with the advice being given and understand the rationale behind it.

To ensure the advice remains accurate we will ask you to confirm that your circumstances have not changed since the information gathering stage.

IMPLEMENTATION

Once all paperwork has been completed we will move on to the implementation phase. You will be allocated to a member of our experienced administration team who will ensure the process is completed as efficiently as possible.

Your Financial Planner along with your dedicated administrator will work together to see the job through to completion.

Where advice involves existing arrangements we work hard on your behalf to chase third parties to ensure there is no undue delay.

ONGOING SERVICE

At Boolers, we pride ourselves on building long term relationships with our clients. Ongoing service is integral to meeting changes in circumstances as your needs and objectives evolve.

This ongoing relationship will be on the basis agreed with your Financial Planner during the engagement stage meeting and details of our ongoing service costs will be agreed with you.

Our standard fees can be found within the Retail Client Agreement and every client is provided with a specific Service and Fee Agreement before any chargeable work is undertaken.

OUR COMMITMENT TO YOU

Over the years we have developed a diverse and loyal client base, often keeping clients for many years and advising from one generation to the next.

We are dedicated to stewarding your wealth in line with your personal circumstances. Putting you first is core to our culture and enables us to provide a client focused approach, we do this by:

- **Providing face to face financial planning.** Meetings with a Boolers' Financial Planner can take place at your home, place of work or at our head office.
- **Keeping you well informed.** After each meeting your Financial Planner will provide a detailed note highlighting your objectives and confirming the action points moving forward.
- **Being available.** We don't believe in automated answer phone messages and when you want to contact us, you will speak one of our highly trained team straight away.
- **Finding the best solutions for you.** We have a client centric approach to ensure your objectives are at the centre of the advice we provide.
- **Staying in touch.** Giving you the opportunity to review your finances regularly so that we can continue to provide the best possible advice and support.

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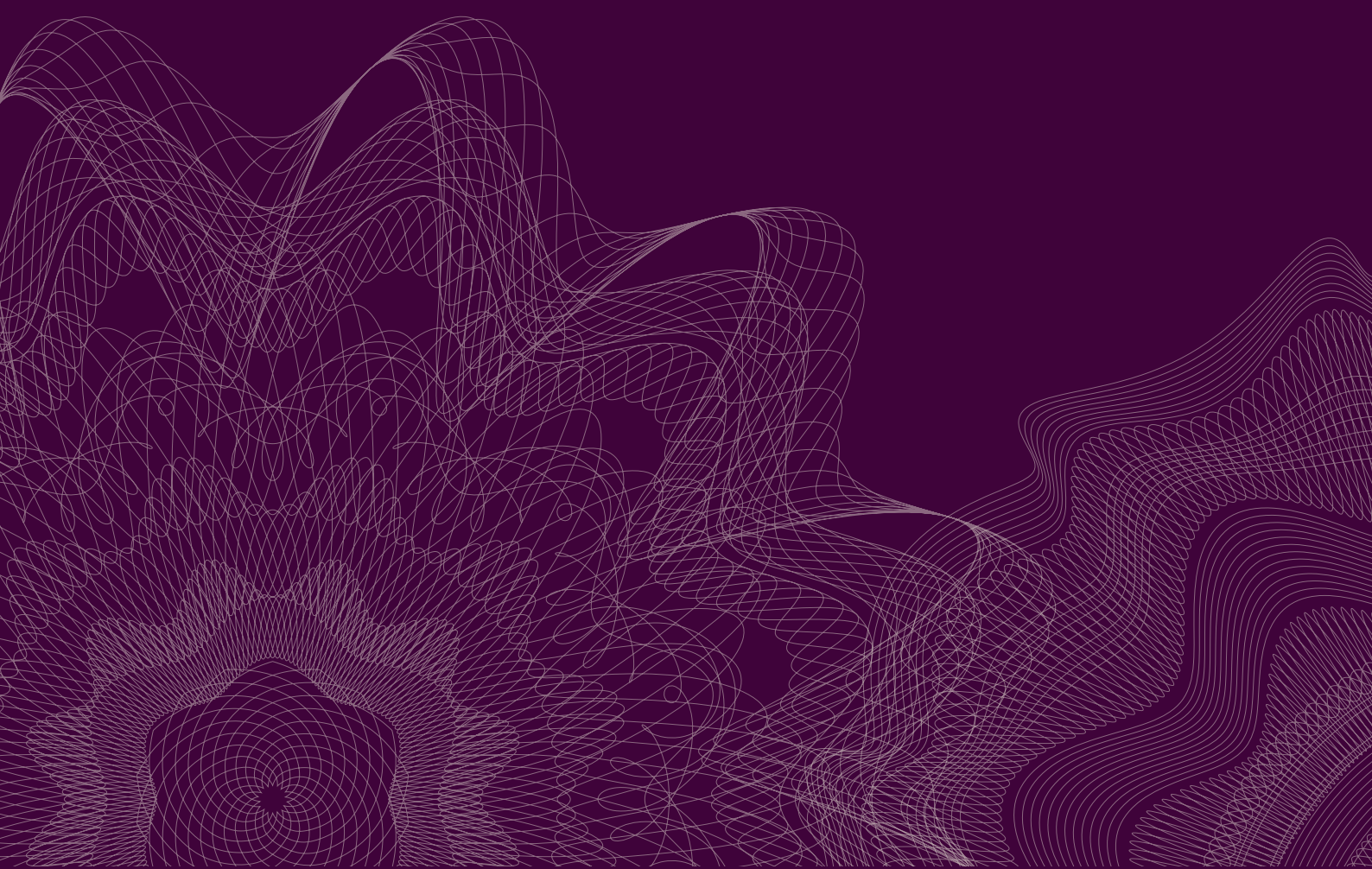
OUR CLIENTS KNOW THAT THEY CAN ALWAYS
RELY ON US FOR AN APPROACHABLE AND
PROFESSIONAL SERVICE

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**RICHARD BORRINGTON
& MICHELLE MASON**

Financial Planners



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