



County Associates (UK) LLP

About our services

How we will work for you.

This document introduces the services we offer to our clients along with the basis of charging for those services.

At the start of any project we will agree with you the level of service you want from us.

Please feel free to ask us if you are unsure of how you would like our relationship to operate.

January 2013

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Introduction

We are committed to providing you with expert advice on your financial affairs and helping build plans that achieve your objectives. As a member of the Personal Finance Society we are committed to the highest ethical standards and access products from the whole of the market.

Our team comprises financial planners, para-planners and support staff. While advice will only ever be given by qualified and experienced financial advisers the remainder of the team helps deliver our service proposition.

We are a directly regulated firm but use outside agencies to support us in the areas of compliance and product research. The Financial Services Authority who regulates our industry set ethical standards and ensure that we conduct our business in a compliant manner.

Our mission statement

We seek to establish long term relationships with our clients and help them achieve their financial objectives. Within this objective are embedded principles that we follow:

- We subscribe fully to the ethos of Treating our Customers Fairly.
- We will always try to offer advice in a manner that makes it easy to understand. In this we will only look to proceed once clients have a full understanding of the recommendations we make.
- We see advice as a partnership whereby our role is to place our clients in a more informed position such that they are able to make objective decisions.
- We believe that we should develop the skills of our staff and support their professional development.

Working with you

Our service proposition has been designed to cater for different situations and we are confident that one will suit your needs. In addition to this our objective is to ensure that:

- We review your plans as appropriate and make changes in consultation with you where we agree that this is necessary.
- We maintain records so that our team is able to understand your needs and respond accordingly.
- We protect your data and ensure that our record keeping system is robust.
- We undertake regular research as well as seek feedback from our clients. We will use the results of these consultations to improve our client proposition.

Our terms of business

Standard terms

Advice process

We aim to provide all clients with clear financial direction. The first step is to gain a full understanding of your current financial position. This enables us to provide suitable solutions for you and treat you fairly.

Our aims are to maximize the opportunities for achieving your goals and to reduce barriers to meeting them.

Any advice or recommendation that we offer to you will also take into account any restrictions that you wish to place on the type of products you would be willing to consider.

We will confirm our recommended solutions to you in writing. Your stated objectives will also be reiterated in the Suitability Report, which we will issue to you following our recommendation, along with details of any special risks associated with the product recommended.

We will also provide full details of products recommended including, for example, the minimum duration of the product, information on your right to cancel or whether no right to cancel arises, and any other early termination rights and penalties. These will be covered in the relevant product disclosure information you will receive before conclusion of any contract. Where possible, this will take the form of the product providers' own documentation.

We will issue any documentation/recommendations and any other communication to you in English (unless agreed otherwise).

In executing or transmitting orders on your behalf to third parties, we will take all reasonable steps to ensure that we obtain the best possible result for you in terms of best execution.

We may also, on occasion, advise on other financial products which are not regulated by the FSA under the Financial Services and Markets Act 2000. The Financial Services Compensation Scheme does not apply to any of these products.

Under the terms of this agreement, we may if appropriate advise you on investments which are not readily realizable. We will draw your attention to the risks associated with these investments if there is a restricted market for them. In some circumstances it may therefore not be possible to deal in the investment or obtain reliable information about its value.

Our services may also include advice on investments relating to, or executing transactions in units in, unregulated collective investment schemes. Accordingly, you should carefully consider whether such investments are suitable for you in light of your personal circumstances and the financial resources available to you.

Please note that any products we have arranged for you may not be kept under review but we will advise you upon your request. However, we may contact you in the future by means of an unsolicited promotion (by telephone or post) should we wish to discuss the relative merits of a particular product or service which we feel may be of interest to you.

Our terms of business

Standard terms

Client responsibility

We need the information we request in order to advise you. We therefore ask that clients do not unreasonably withhold relevant information. Please note that any advice we provide to you will be based on the information you provide to us.

Under the FSA rules, we are required to consider whether it is in your best interests for us to act for you if you refuse to provide us with what we believe to be the necessary information. We therefore reserve the right to decline to act for you if we believe you have not provided us with the requisite information. We will not be able to refund the cost of any time spent, nor any fees paid in advance, should we need to withdraw our services.

However, we recognize that you may wish to withhold some information. We will respect this, and continue to advise you, provided that our advice will not be unduly compromised as a result.

As we are required by Anti Money Laundering legislation to know who we are dealing with, we will also need to verify your identity. We will require sight of your passport and driving license, but there are alternatives if you do not have those documents.

Client classification

Unless we notify you in writing to the contrary, we will be treating you as a "retail client". This means that you are afforded the highest level of protection under the regulatory system and should have the right to take any complaint to the Financial Ombudsman Service. Details of our complaints procedures are available on request.

Client money

We are not permitted to handle client money and we cannot accept a cheque made out to us (unless it is in respect of an item for which we have sent you an invoice) or handle cash.

Disclosure of charges/fees

All charges/fees or the basis of those fees will be fully disclosed to you in advance of incurring them.

We always ask you to sign our fee agreement before we begin chargeable work, so you will always know what you are paying, and what you are paying for. There is no additional cost to you for using a means of distance communication.

Risk warnings

Please be aware that investments can fall as well as rise, and that you may not get back the full amount invested. The price of investments we may recommend may depend on fluctuations in the financial markets, or other economic factors, which are outside our control. Past performance is not necessarily a guide to future performance. Specific warnings relevant to the investments, or investment strategies, we recommend will be confirmed to you in your Suitability Report.

Our terms of business

Standard terms

Conflict of interest

We will endeavor always to act in the best interests of our clients. However, circumstances can arise where we or one of our other customers may have some form of interest in business being transacted for you. If this happens or we become aware that our interests or those of one of our other customers conflict with your interests, we will write to you and obtain your consent before we carry out your instructions, and detail the steps we will take to ensure fair treatment.

We receive support on compliance issues and research from The Bankhall Group. Various product providers offer a range of funds into which we might place your savings and investments. We take advantage of this research and other research to help construct our investment advice although we are not bound to follow these choices.

County Associates (UK) LLP operates as an Independent Financial Adviser practice.

Cancellation rights

In most cases you can exercise a right to cancel, by withdrawing from the contract recommended to you. There is a 30 day cancellation period for most life, pure protection, payment protection or pension policies and a 14 day cancellation period for all other policies. In most instances, you will not be able to exercise a right to cancel a mortgage contract, unless the contract is concluded at a distance (i.e. no face to face advice), at which point you may have a 14 day cancellation period.

The start of the cancellation period will normally begin, for pure protection policies, when you are informed that the contract has been concluded or, if later, when you have received the contractual terms and conditions. In other cases, the cancellation period will begin on the day the contract is concluded or, if later, the day on which you receive the contractual terms and conditions. Instructions for exercising the right to cancel, if applicable, will be contained in the relevant product disclosure information which will be issued to you.

If you cancel a single premium contract, we may require you to pay for any loss you might reasonably incur in cancelling it which is caused by market movements. This means that you might not get back the full amount you invested if you cancel the policy.

Documentation

We will endeavor to make arrangements for all your investments to be registered in your name unless you first instruct us otherwise in writing. All Policy Documents or Lender's Offer Documents will be forwarded to you as soon as practicable after we receive them. If there are a number of documents relating to a series of transactions, we will normally hold each document until the series is complete and then forward them to you.

Termination

You or we may terminate our authority to act on your behalf at any time, without penalty. Notice of this termination must be given in writing and will take effect from the date of receipt. Termination is without prejudice to any transactions already initiated which will be completed according to these terms of business unless otherwise agreed in writing. You will be liable to pay for any transactions made prior to termination and any fees outstanding, if applicable.

Our terms of business

Service options

What are your payment options?

Following an initial discussion (without charge), if you decide to go ahead there is a cost for our services.

We will agree a fee for the work to be carried out before commencing the task.

In calculating this amount we will wish to discuss with you our service level options which appear on the next page.

These provide you with the opportunity of selecting the level of service to suit your financial aspirations.

The agreed fee can either be paid from any plans we arrange on your behalf or settled from your own resources.

Protection

When arranging protection based products it is possible for us to be paid via a commission from the product provider. This sum will always be disclosed within the plan illustration which is presented to you prior to your instruction to proceed.

Our terms of business

Service level options

You may need some or all of the following services after we complete our initial work for you.

Your circumstances can change gradually over time, or can change suddenly. The law and taxation can change; also pension and investment contract structures are always changing, which could bring innovation that suits you. Investment returns and expectations change frequently, so regular reviews are essential if our recommended solution includes an element of investment risk.

There will be a cost attached to the services we provide at County Associates (UK) LLP. We offer you the choice of services that you value. We invite you to select the ongoing work that you need. However, we hope that you will allow us to guide you so that your finances receive the attention they deserve.

Service Options			
	A	B	C
Initial consultation	No Charge	No Charge	No Charge
Service queries	Not included – Project rate costs apply	No Charge	No Charge
Portfolio valuation	Not included – Project rate costs apply	Annually	Twice Yearly
Desk-based performance review	Not included – Project rate costs apply	Annually	Twice Yearly
Asset allocation review	Not included – Project rate costs apply	Annually	Twice Yearly
Face to face review meeting	Not included – Project rate costs apply	Every two years by request	Annually
Corresponding with your other professional advisers	Not included	Not included	Included
Utilizing your ISA allowances from existing holdings	Not included – Project rate costs apply	Not included – Project rate costs apply	Included

See pages 11 and 12 for details of our charges and costs.

Our terms of business

Service options

Service level options continued

Please note that with the Customer option, we will be providing the initial advice only. Any products we arrange for you will not be kept under review in future. We will, however, provide further services to you upon your request and these may be subject to a new service agreement or new charges agreed with you at that time.

It is important to note that County Associates (UK) LLP may charge at the Project rate (see page 12) for any work we undertake for you unless it has been accounted for in a service agreement.

However, we may contact you in the future by means of an unsolicited promotion (by telephone, email or post) should we wish to discuss the relative merits of a particular product or service which we feel may be of interest to you.

Description of terms

Service queries - When you require support/guidance you may contact us. Where we are not available at the time of your call, we will be in contact within the next 24 hours, subject to normal working hours.

Portfolio valuation - This provides a consolidated snap shot of your current position.

Desk-based performance review - A desk-based performance review of your contract and discussion with your adviser if your objectives are unchanged. We will also implement any recommended investment changes, re-balance your portfolio to the investment split we created and write to you to confirm the reasons for any changes.

Asset allocation review - Your valuation will be divided based upon the underlying assets and the allocation of these will be assessed against your recorded objectives and attitude to risk. Suggestions on any rebalancing action to be taken, for example to rebalance the portfolio, will be made.

Face to face review meeting – A meeting to review performance and update your portfolio as your objectives and needs change.

Corresponding with your other professional advisers – supplying your other advisers with documentation they need to undertake their work for you.

Utilizing your ISA allowances from existing holdings – Transferring assets from taxed holdings to tax-privileged holdings to make use of your annual allowance as it arises.

Our terms of business

Information about our services & costs

1. Whose products do we offer?

Investment

- We offer products from the whole market.
- We only offer products from a limited number of companies.
- We only offer products from a single group of companies.

Insurance

- We offer products from a range of insurers for Term Assurance, Critical Illness, Income Protection, Household Insurance and Private Health Insurance.
- We only offer products from a limited number of insurers for Accident Sickness & Unemployment.
Ask us for a list of the insurers we offer insurance from.
- We only offer products from a single insurer.

Mortgages

- We offer mortgages from the whole market.
- We only offer mortgages from a limited number of lenders.
- We only offer mortgages from a single lender.

2. Which service will we provide you with?

Investment

- We will advise and make a recommendation for you after we have assessed your needs.
- You will not receive advice or a recommendation from us. We may ask some questions to narrow down the selection of products that we will provide details on. You will then need to make your own choice about how to proceed.
- We will provide basic advice on a limited range of stakeholder products and in order to do this we will ask some questions about your income, savings and other circumstances but we will not:
 - conduct a full assessment of your needs;
 - offer advice on whether a non-stakeholder product may be more suitable.

Insurance

- We will advise and make a recommendation for you after we have assessed your needs.
- You will not receive advice or a recommendation from us.
- We may ask some questions to narrow down the selection of products that we will provide details on. You will then need to make your own choice about how to proceed.

Mortgages

- We will advise and make a recommendation for you on mortgages after we have assessed your needs.
- You will not receive advice or a recommendation from us. We may ask some questions to narrow down the selection of mortgages that we will provide details on. You will then need to make your own choice about how to proceed.

Our terms of business

Information about our services & costs

3. What will you have to pay us for our services?

Investment

You will pay for our services on the basis of a fee. We will discuss your payment options with you and answer any questions you have.

We will not charge you until we have agreed with you how we are to be paid.
Our typical fee based charges are:

	A		B		C	
	%	£	%	£	%	£
Initial fee on investments up to £50,000	4% of the funds invested	For an investment of £50,000 you would be charged a fee of £2,000	3% of the funds invested	For an investment of £50,000 you would be charged a fee of £1,500	3.15% of the funds invested	For an investment of £50,000 you would be charged a fee of £1,575
Initial fee on investment tranches of £50,001 - £150,000	3% of the funds invested	For an investment of £100,000 you would be charged a fee of £3000	2% of the funds invested	For an investment of £150,000 you would be charged a fee of £4,000	2.25% of the funds invested	For an investment of £100,000 you would be charged a fee of £2250
Initial fee on investment tranches of £150,001 - £500,000	2% of the funds invested	For an investment of £200,000 you would be charged a fee of £4000	1.5% of the funds invested	For an investment of £300,000 you would be charged a fee of £4500	1.75% of the funds invested	For an investment of £300,000 you would be charged a fee of £5250
Initial fee on investment tranches above £500,001	1% of the funds invested	For an investment of £600,000 you would be charged a fee of £6000	0.5% of the funds invested	For an investment of £600,000 you would be charged a fee of £3,000	0.75% of the funds invested	For an investment of £600,000 you would be charged a fee of £4500
Fee for regular contributions	20% of the first year's premiums subject to a minimum of £500	For a monthly premium of £500 you would be charged a fee of £1200	15% of the first year's premiums subject to a minimum of £500	For a monthly premium of £500 you would be charged a fee of £900	15% of the first year's premiums subject to a minimum	For a monthly premium of £500 you would be charged a fee of £900
Annual charges	0% of the funds under management	For a fund of £100,000 you would be charged a fee of £0 per year	0.5% of the funds under management subject to a minimum of £100 per year	For a fund of £100,000 you would be charged a fee of £500 per year	0.7% of the funds under management subject to a minimum of £500	For a fund of £100,000 you would be charged a fee of £700 per year

Our terms of business

Information about our services & costs

Project Work

Annuity purchase /implementation: 1.3% of the purchase fund, subject to a minimum fee of £500.

- Focused financial review: £500 per report.
- Full financial review: £1,000 per report.
- Pension Sharing order implementation: 1% (For a fund of £100,000 you would be charged a fee of £1,000)
- Occupational Pension transfer investigation and recommendation: £900 per scheme.

Insurance

- A fee.
- No fee. We will be paid by commission from the lender.

You will receive a quotation which will tell you about any other fees relating to any particular insurance policy.

Protection– Life Assurance & Income Protection

- A fee.
- No fee. We will be paid by commission from the lender.

You will receive a quotation which will tell you about any other fees relating to any particular insurance policy.

Immediate Care

- A fee of £500 will be payable at outset to cover research and information sourcing. If the policy is issued a further fee of 2% of the consideration will be charged.

Mortgages

You will receive a key facts illustration when considering a particular mortgage, which will tell you about any fees relating to it.

Equity Release

You will receive a key facts illustration when considering a particular equity release mortgage, which will tell you about any fees relating to it.

Refund of fees (Mortgages & Equity Release)

If we charge you a fee and your mortgage does not go ahead, you will receive:

- No refund of the fee payable at outset once a mortgage offer has been obtained.

Our terms of business

Information about our services & costs

4. Who regulates us ?

County Associates (UK) LLP, Canterbury Innovation Centre, University Road, Canterbury, Kent CT2 7FG is authorized and regulated by the Financial Services Authority. Our FSA Register number is 542700.

Our permitted business is to advise on and arrange general insurance, pure protection, pensions and investments.

You can check this on the FSA's Register by visiting the FSA's website www.fsa.gov.uk/register or by contacting the FSA on 0845 606 1234.

5. What to do if you have a complaint

If you wish to register a complaint, please contact us:

In writing: Write to County Associates (UK) LLP, Unit 9 Evans Business Centre, 1-2 Sparrow Way, Lakes-view Business Park, Canterbury, Kent CT3 4AL.

By phone: Telephone 01227 714722

If you cannot settle your complaint with us, you may be entitled to refer it to the Financial Ombudsman Service.

6. Are we covered by the Financial Services Compensation Scheme (FSCS)?

We are covered by the FSCS. You may be entitled to compensation from the scheme if we cannot meet our obligations. This depends on the type of business and the circumstances of the claim.

Investment

Most types of investment business are covered for up to a maximum limit of £50,000.

Insurance

Insurance advising and arranging is covered for 90% of the claim, without any upper limit.

Mortgages

Mortgage advising and arranging is covered for up to a maximum limit of £50,000.

Further information about compensation scheme arrangements is available from the FSCS.

Our terms of business

Client declaration

This document includes our standard client agreement upon which we intend to rely. For your own benefit and protection you should read these terms carefully before signing this declaration. If you do not understand any point please ask for further information.

I acknowledge receipt of this document, entitled 'how our service works for you'. I fully consent to the terms imposed and I authorize the transfer of information, on a confidential basis when warranted between any such third parties. I acknowledge that the terms detailed within this document will come into effect from the date of issue.

Data protection

Your personal information is very important to us. We will endeavor to take all due care to protect this information. We would like to highlight below a few matters relating to your information that you should be aware of.

Some services are provided to us by third parties such as processing business or obtaining compliance or regulatory advice, which warrant the disclosure of more than just your basic contact details. You agree that personal information held by us may be disclosed on a confidential basis, and in accordance with the Data Protection Act 1998, to any such third parties. You also agree that this information may be transferred electronically, e.g. email and you agree that ourselves, or any such third party, may contact you in future by any means of communication which we consider appropriate at the time.

Product Providers, Lenders and Investment Managers may administer your policy, any existing policies you may have with them and provide other services, from centers in countries outside Europe (such as India and the USA) that do not always have the same standard of Data Protection laws as the UK. However, they are required to put a contract in place to ensure that your information is adequately protected, and they will remain bound by their obligations under the Data Protection Act even when your personal information is processed outside Europe.

Your consent

This is our standard terms of business document upon which we intend to rely. For your own benefit and protection you should read these terms carefully before signing them. Please sign both copies of this letter, and return one copy to us. If you do not understand any point please ask for further information.

I authorize the transfer of information, on a confidential basis when warranted between any such third parties. I acknowledge that the Terms of Business Letter will come into effect from the date of issue.

I also confirm that

- I AM
- I AM NOT

happy to give my express consent to be contacted by telephone to discuss advising on or arranging financial, mortgage or insurance products in future.

Our terms of business

Client declaration

Continued

Service Package

This document details our service packages and costs associated (see page 11).

Based up on the described propositions, I can confirm I would like to select

- Customer
- Client
- Client Plus

Notes

I confirm I have read and understand the services offered within my selected propositions, as well as the method I will be charged for the service I receive.

Client Copy

Signed

Date

(name)

Signed

Date

(name)

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County Associates (UK) LLP Copy

Signed

Date

(name)

Signed

Date

(name)
