

# Taking financial advice



## CONTACT US



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## IMPORTANT INFORMATION

The information is based upon our interpretation of current tax law and legislation which is subject to change.

While we believe this interpretation to be correct, it cannot be guaranteed and Lync Wealth Management Ltd cannot accept any responsibility for any action taken or refrained from being taken as a result of the information contained within this summary. Please obtain professional advice before entering into or altering any new arrangement.

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# Mission statement

The world of personal finance is without doubt a complicated place. Impacts of the financial choices you make can have wide-reaching implications, the effects of which can echo well into your future.



**Our mission statement is a simple one:**

We will deliver peace of mind.

Its execution, while complex, is hugely important to the families we work with. Whether you're building asset for the future, organising your affairs to prepare for a well-deserved retirement, or you're already drawing from your assets, we are experts in helping you to shape your financial future. The families we look after are most concerned with long-term security, capital growth, income generation, and legacy planning; whichever stage of life they're in.

This guide will show you the value of taking great advice, the processes we go through, the technology we harness, and the outcomes you can expect.



**We are experts in helping you to shape your financial future.**

# What is financial advice?

People tend to ask for three services from their Financial Adviser:

# 1

## Financial Planning

Construction and maintenance of a personal financial strategy in order to improve the likelihood of achieving your financial goals.

# 2

## Portfolio Management

Controlling risk and asset allocation, volatility metrics, peer-group analysis.

# 3

## Product Brokerage

Assessing which product is most suitable for you, and why.

## Working with us

When you work with us, you'll quickly realise that we believe the real driver of value is in financial planning. The product and the portfolio are merely the tools we use to make your plan a success.

Financial planning encompasses many separate parts:

- life planning,
- cash flow modelling,
- intergenerational planning,
- stress-testing,
- goal management,
- legislation changes,
- minimisation of taxation,
- income optimisation,
- liability audits,
- accumulation strategies,
- decumulation strategies,
- legacy planning,
- estates and trust planning,
- tactical use of tax allowances.

## The list goes on.

Each financial plan is therefore totally individual, and each financial plan needs to be recalibrated when circumstances change. Some of those changes may be legislative or market driven. But most of them are personal.

Engaging with a great adviser delivers change – sometimes small, sometimes large – and it's this calibration, delivered consistently over time, which delivers incremental and exponential benefit to your financial plan.

It delivers peace of mind.



**The Financial Conduct Authority does not regulate Tax, Estate and Trust planning.**

# Engaging with us

This is more than just a deep-dive into the policies both past and present which have sat in drawers for years. We encourage you to think of this process as a financial health check.

We might recommend making changes quite quickly, and we might leave certain things as they are. But our objective is to give you an honest appraisal of where you stand financially, and then give you the right advice in order to move your planning forward.

Expect an in-depth audit of your retirement planning, your investments, tax planning, inheritance planning, your estate plans, and a liability audit.

We'll compute a net worth analysis, both now and forecast into the future using a set of assumptions we both agree to be likely.

We can show you the effects of moving your retirement age forwards or backwards, the impact this has on your income in future years, and therefore the appropriate level of risk you might need to take in your portfolios.

We'll discuss how your wealth will interact with your state benefits and recommend any steps to improve this position.

We'll talk about all relevant parts of your financial life. This can be anything from how to most efficiently help the kids to buy their first homes, working out what can be spent on that trip of a lifetime, to building a robust retirement strategy and preparing for market corrections. These conversations will form the basis of your financial plan, and we'll have these conversations each and every year.

All plans adapt and evolve over time, and so must your financial plan. What's right today may not be right tomorrow.

We'll help you to be proactive with your strategy in order to deliver those incremental and exponential benefits which make all the difference.

**Our objective is to give you an honest appraisal of where you stand financially and take steps to improve that position.**

## Our engagement process split into three distinct parts:



### Discovery

- Fact finding
- Establishing your financial goals
- Determining attitude towards risk



### Audit

- Requesting details of your existing policies
- Reviewing risk and performance
- Charges summaries
- Analysing suitability



### Advice

- Building your plan
- Model and stress test
- Implementation

# Technology at the heart of our business

Technology plays a central role in our advice process. We use best-in-class software in order to enrich your planning experience.

These tools add value, security and peace of mind. They enable us to model, shape and stress-test. When used as part of a comprehensive advice service, technology has the power to transform your planning. Whether you're taking advice for the first time, coming to an inflection point in your life, or undertaking a general review of your financial position, technology will play an important role in shaping your decisions.



## VOYANT

Voyant is a cash-flow modelling tool which allows us to map your finances throughout both the accumulation and decumulation phases of your financial plan. The software brings money to life in a way which hasn't been possible before. It will empower you to make sound financial decisions based on empirical data.

Voyant allows us to show you just how close you are to answering the all-important question: "Do I have enough money?" We've been able to bring forward retirements, empower clients to gift away money to family, and reassure them they're in for a comfortable retirement.

## TIMELINE

Timeline transforms extensive, empirical asset class and longevity data into a visually dynamic, easy-to-understand story.

Timeline can show the impact of asset allocation decisions, rebalancing, glide paths and taxes. It allows us to prepare for market declines and corrections and prompts us to agree up-front how we'll deal with them.

Timeline also brings Longevity Risk to the table, showing you the probability of outliving your portfolio.

It also allows us to model a withdrawal strategy, identifying the optimal dynamic strategy. Its key strategies include Guyton's Guardrails, the Floor and Ceiling Rule, and Kitce's Ratcheting Rule.

# Why work with us?

## **We are honest, transparent and fair**

You will only continue to use our services if you trust us, if you understand what we are doing for you, and if you feel we represent value.

## **Technology is at the forefront of our business**

We use the very latest technology solutions to improve your planning experience. We are committed to investment in this area because we believe it makes such a positive impact.

## **We work with large portfolios**

We understand the complexity of your financial circumstances and we are highly experienced in adding value to people in your position.

## **We will deliver peace of mind**

We can't promise you'll never wake up in the middle of the night again, but if you do, our aim is to ensure it's not your finances prompting it. You have plenty to worry about elsewhere. Let us worry about keeping your financial plan on track.

Your capital is at risk. The value of your investment (and any income from them) can go down as well as up and you may not get back the full amount you invested. Past performance is not a reliable indicator of future performance. Investments should be considered over the longer term and should fit in with your overall attitude to risk and financial circumstances.



