

RDR/FAMR Review

Firm Information Request

Version 1.1



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Context of this data request

Thank you for agreeing to complete this survey as part of the FCA's evaluation of the Retail Distribution Review (RDR) and the Financial Advice Market Review (FAMR).

The FCA is requesting this information for two main purposes:

- 1) To evaluate the RDR and FAMR
- 2) To assess market trends and emerging risks within financial advice and guidance services

This survey covers information on the operations and strategy of the retail advice arm of your firm, as well as your opinions on the future of the advisory market. This is critical in helping the FCA and HMT form a view of how the financial advice market is working for UK consumers. We aim to publish a report on our findings in 2020.

Please email the completed survey to RDR.FAMR.Review2019@fca.org.uk

If you have any questions about this request or experience difficulties completing it, please do not hesitate to contact us.

Confidentiality

All the information we receive from you will be treated as confidential under Section 348 of the Financial Services and Markets Act (FSMA). In summary, this means the FCA will not be able to disclose the information it receives from you unless:

- The information is already lawfully publicly available
- The FCA has the consent of the person who provided the information and, if different, the person to whom it relates
- The information is published in such a way that it is not attributable to a particular person (for example, if it is anonymised or aggregated), or
- There is a 'gateway' permitting this disclosure. Among the gateways is the 'self-help' gateway whereby the FCA will be able to disclose confidential information to third parties to enable or help them to perform their public functions. Those receiving information disclosed under the gateway are still bound by section 348 of FSMA.

A particular concern you may have is that we may be asked to disclose your response under the Freedom of Information Act 2000 (FOIA). We can reassure you that the position under FOIA is clear: we cannot be required to disclose information which is confidential under section 348 of FSMA, unless we have obtained the consents referred to in the second bullet above. The position has been confirmed by the Information Commissioner and the Information Rights Tribunal.

Survey deadline

Tuesday 1st October 2019

Survey completion guide

This survey has been sent to a variety of advisory firms to gain a clear understanding of the retail advice market. We have endeavoured to ask broad, inclusive questions to enable as many firms as possible to respond. We appreciate that this means not all questions may be applicable to your firm, or may require further clarification.

- 1) This data request should only cover information related to advice and guidance services offered by your firm to retail clients. Please avoid including figures related to professional or institutional clients.
- 2) If your firm operates multiple legal entities/subsidiaries which offer financial advice, and it would be logical for them to complete this survey separately, please forward it to each subsidiary to complete.
- 3) Some questions may not be applicable to your firm, please input "N/A" in the answer box for these answers, or leave answers blank.
- 4) Do not attempt to add, remove, or rename cells. This may result in your responses not being taken into account.
- 5) Different sections cover different advice areas. You only need to complete a section if your firm offers advice or guidance in that area.
- 6) Most questions are followed by comment boxes. These are optional, and should be used to add nuance to your responses if required.
- 7) Many qualitative questions will have a word limit. It is not a requirement to use up the full limit. We envisage most written answers being no longer than two sentences.
- 8) In all questions asking for values in pound sterling, please provide answers rounded to the nearest £1000.
- 9) All financial questions will either ask for data covering the 2018/19 tax year or for the correct figures as of June 2019.

SECTION B - Glossary

This is an alphabetical list of terms we use for the purpose of this survey. Please come back to this as you go through the questionnaire to make sure that you are answering questions correctly.

If there are terms you require further clarification on, please email: RDR.FAMR.Review2019@fca.org.uk

Term	Definition
Ad-valorem fee	A fee proportional to the value of portfolio/product being advised on. For example, charging a 1% fee for advice based on an £100,000 investment pot.
AUA	Assets under administration.
Automated Advice	Financial advice given online or through an app with moderate to minimal human intervention. Also known as Robo Advice. This usually involves a simpler assessment of a clients circumstance under a streamlined advice service.
D2C	Direct to consumer (D2C) proposition; an investment service that enables retail clients to purchase a financial product without requiring a financial adviser or any other professional intermediary. This is regularly used in the context of online investment platforms.
DB Pension	Defined Benefit Pension Scheme
DC Pension	Defined Contribution Pension Scheme
Financial advice	A personalised recommendation to a make financial decision, based on a retail consumers specific circumstance and objectives, provided by a professional advisory firm regulated by the FCA. See PERG 8.28 for further information on financial advice.
Financial guidance	Any assistance provided to help clients make a financial decision themselves, which does not constitute a personal recommendation and is not provided as part of a regulated financial advice service. This can include a firm or individual: <ul style="list-style-type: none"> · Providing a narrowed down list of options based on basic knowledge of the client (age, lump sump amount, risk appetite) and without recommending a specific course of action. · Providing material about different financial products/services and explaining how they work, and what investors they are suitable for. · Giving general principles to follow when investing and directing consumers to best buy tables and other tools they can use to compare products themselves. Guidance can be provided on paper, websites, mobile apps, via phone or face to face. See PERG 8.28 for further information on distinguishing between advice and guidance.
Independent Financial Advice	An advisory firm not limited to recommending relevant products issued or provided by: <ul style="list-style-type: none"> (a) the firm itself or by entities having close links with the firm; or (b) other entities with which the firm has such close legal or economic relationships, including contractual relationships As to present a risk of impairing the independent basis of the advice provided.
Insurance advice	Provision of a personal recommendation to a customer, either upon their request or at the initiative of the insurance distributor, in respect of insurance contracts.
Later life products	This includes equity release, lifetime mortgages, other property options such as downsizing or renting out rooms in the property, funeral plans, and long-term care products.
One-off advice fee	A non-recurring charge for advice. It can be for example a set fee for an ad-hoc piece of work. This also includes fees for initial advice which do not lead to being placed in an ongoing service.
On-going advice fee	A recurring fee charged on a periodic basis (often on an annual basis) for receiving advice as part of an ongoing advice service.
Online service	Financial advice services provided through the use of the internet, with no face to face or telephone conversations. This includes live chat services, online investment portals and smartphone applications.
Pension transfer advice	Advice provided to retail consumers on transfers from defined benefit (DB) to defined contribution (DC) pension schemes.
Pensions	Financial products and pension schemes intended for the accumulation of assets to fund retirement income.
Progressive fee	A charging structuring where different fee levels are charged for the same investment pot, dependant on the total size of the pot. For example, when advising on a £250,000 investment pot, charging the initial £100,000 at 1.0%, the next £100,000 at 0.8%, and the remainder (£50,000) at 0.5%.
Protection products	These include all types of retail insurance products, including life insurance (also known as life cover or life assurance), critical illness insurance, and income protection insurance.
Retail Client	A client who is not a professional client, wholesale or institutional client.
Retail Investments	Retail investment products as defined in FCA's Handbook.

Retirement income advice	<p>Financial advice given with the intention to provide a consumer with advice on decumulation of a pension. This might involve pension advice on:</p> <ul style="list-style-type: none"> · Purchasing an annuity · How to invest crystallised assets · Tax implications of crystallising pension assets · Moving into a pension drawdown product · Cash lump sum options, including fully encashing a pot or an uncrystallised funds pension lump sum (UFPLS) · Retirement income cashflow modelling <p><i>Please note for the purpose of this data provided in this request, this definition DOES NOT include DB to DC pension transfers and transfers of other safeguarded benefits. Information related to DB-DC pensions are undergoing review as part of a separate project.</i></p>
Safeguarded benefits	<p>Benefits other than money purchase benefits and cash balance benefits. Guaranteed Annuity Rates (GARs), Defined Benefit pension schemes (DB) and Guaranteed Minimum Pensions (GMPs) are examples of Safeguarded Benefits.</p>
Streamlined advice	<p>Advice services that provide a personal recommendation that is limited to a client's specific needs. Unlike full advice, streamlined advice does not involve comprehensive analysis of a client's circumstance unless directly relevant to those specific needs. This can include advice delivered by an automated advice service.</p> <p>For more information FCA's FG17/8: Streamlined advice and related consolidated guidance.</p>
Tiered advice fee	<p>A charging structure where the fee is dependant on the value being advised on. For example, where a firm charges a 1% fee on a pot size of £100,000, and 0.8% on a pot of £200,000.</p>
Total Cost of Investment	<p>All of the costs incurred by a consumer to make an investment, including fees covering advice, discretionary management, fund management, transactions, custody and platform fees.</p>
Vertical integrated firm	<p>Any firm which offers one or more of the following services, either directly or through subsidiaries, to retail clients:</p> <ul style="list-style-type: none"> · Investment Distribution · Financial Advice · Discretionary Management · Collective Investment Scheme manager · Alternative Investment fund manager

SECTION C - About your firm

We are interested in the diversity of firms within financial advice market, including number of employees, staff demographics, turnover and business affiliations.

We appreciate sourcing some of this data may be challenging. Where figures are not available, please answer questions on a best approximation basis.

C1) Please provide your firm's preferred contact details.

Name of Firm	
Firm reference number (FRN)	
Contact Name	
Contact Job Title	
Email	
Phone Number	

C2) Please provide the number of financial advisers, para-planners and trainee advisers in your firm as of June 30th 2019.

	Number of staff (June 2019)	Comments (optional)
Financial advisers:	Click to select value	
Trainee advisers/ para-planners	Click to select value	

C3) Please provide the number of financial advisers your firm employs in each age bracket below.

Age	Number of advisers (June 2019)	Comments (optional)
21-30	Click to select value	
31-45	Click to select value	
46-60	Click to select value	
60+	Click to select value	

C4) Please provide the number of financial advisers employed by years of experience in financial advice and retail investments.

We appreciate sourcing this data accurately may be difficult, as such this can be completed on an approximate basis.

Years of experience in retail investment distribution (whole career)	Number of advisers (June 2019)	Comments (optional)
< 3 years	Click to select value	
3-5 years	Click to select value	
6-10 years	Click to select value	
11-20 years	Click to select value	
20+ years	Click to select value	

C5) Please provide the number of advisers that have joined and left in the past five years (June 2014-June 2019).

As above, we appreciate sourcing this data accurately may be difficult, as such this can be completed on an approximate basis.

	Number of advisers (June 2014 - June 2019)	Average age	Comments (optional)
Recruited over the last five years	Click to select value		
Financial advisers who left the firm over the last five years	Click to select value		

C6) We are interested in any business affiliations which may influence the products/services recommended to retail clients by financial advisers. Please indicate below whether your business offers other services related to retail investments, or has affiliations to other organisations.

	Yes/No	Comments (optional)
Integrated - Asset Manager/ Life Insurer		
Integrated - Discretionary Fund Manager		
Integrated - Investment Platform		
Member of an Advisory Network		

C7) Please use the below box to highlight any other business affiliations which may be relevant (optional).

Enter answer here

SECTION D - Firm Strategy

We would like to understand the range of business models active within the financial advice market, and which sectors firms are most active in.

D1) Please complete the below table indicating in which sectors you give financial advice and/or guidance, and the types of advice offered in each area.

Please see the glossary for the definitions of each advice service level.

Backbook only refers to services which are not available or actively marketed to new customers.

Advice area	Advice service level offered (as of June 2019)				Non-advised services	
	Ongoing advice	Auto-advice	Streamlined advice	One-off advice (of any type)	Guidance	D2C service
Retirement Income	-	-	-	-	-	-
Pensions (accumulation)	-	-	-	-	-	-
Investments	-	-	-	-	-	-
Mortgages	-	-	-	-	-	-
General insurance	-	-	-	-	-	-
Protection products	-	-	-	-	-	-
Later life products - of which						
- Equity release	-	-	-	-	-	-
- Lifetime mortgage	-	-	-	-	-	-
- Funeral plans	-	-	-	-	-	-
- Long-term care	-	-	-	-	-	-

Please click each option as shown below:

Advice area	Service	
	Full advice	Auto-advice
Retirement Income	✓	-
Pensions (accumulation)	✓	-
Investments	✓	-
Mortgages	-	-
General insurance	X	-

If you give financial advice in other sectors/areas not included above, please provide details below.

Enter comments here

D2) Does your firm offer independent investment advice (as defined in COBS 6.2B)?

[Click here for the definition of "independent advice"](#)

Do you offer independent advice?	Yes/No	Comments (optional)

D3) We are interested in the ability of less affluent and younger consumers to access low cost financial advice, and the appetite and capability of existing advisory firms to offer such a service.

Do you or have you considered offering **lower-cost solutions**, such as streamlined advice, auto-advice, or non-advised propositions for consumers with smaller pots? For the purpose of this question please consider a pot size under £100,000. Please give details below for the rationale for your answer.

Considered offering low-cost advice solution?	Yes/No

Please give details below for the rationale for your answer.

Enter answer here

D4) Please complete the following table on the revenue from each area of financial advice in the 2018/19 tax year.

This information will be kept strictly confidential and will only be evaluated on an anonymised, aggregated basis.

If you do not differentiate between pensions accumulation advice and general investment advice, please only complete the "investment advice total" component below.

Advice area	Number of advisors in this area	Advice revenues				Total Revenue	Number of retail customers:			
		Please provide data for the 2018/19 tax year.					Please provide data on the number of retail clients your firm advised or actively provided guidance to in the 2018/19 tax year.			
		Please split between revenues received from upfront fees, on-going fees and commission (in relevant markets). Please round to the nearest £'000. If you have no revenues in this area, or are unable to split up the data, please enter "0"					Please split between one-off advice, on-going advice and provide the total (note: the total number of customers can be lower than the sum of the sub categories, where customers have received both). If you have no customers any of these areas, please enter "0"			
		One-off advice	On-going service	Product commission	Other advice revenue	One-off advice customers	On-going service customers	Guidance service customers	Total	
Retirement Income (excluding DB-DC transfers)	Click to select value					£0				
Pensions accumulation	Click to select value					£0				
Investments (non-pension)	Click to select value					£0				
Investment advice total (pensions + non-pensions)	Click to select value					£0				
Mortgages	Click to select value					£0				
General insurance	Click to select value					£0				
Protection products	Click to select value					£0				
Later life products	Click to select value					£0				
Other advice*	Click to select value					£0				

Please include any comments or assumptions you have made completing the above table below, including what "other" covers:

Enter comments here

We are interested in the consumer journey for consumers who formally contact a financial adviser, but are unwilling or unable to meet the requirements to receive advice

D5) If a consumer approaches your firm for advice, either through a face to face or telephone discussion, and is either unwilling or unable to meet the cost or does not have a large enough pot to invest, does your firm take any of the following actions?

	Yes/No	Comments (optional)
Provide guidance to consumer instead of advice		
Direct consumer to other advisory services		
Direct consumer to investment platform		
Direct to public services such as Citizens Advice		
Do not make any form of suggestion		

D6) Please indicate the approximate proportion of advice that your firm conducts through the following channels in the 2018/19 tax year. Please indicate your best estimate. We would also like to know whether this is likely to change in five years time.

Please include only estimates for the channel for delivering regulated advice, not for any pre-sale advertising, valuations or other documentation.

	% of customers using each channel to receive advice				Comments (optional)
	Face to face (%)	Telephone (%)	Online service (%)	Postal service (%)	
Jun-19					
2024 (predicted)					

Firm strategy

Below are questions about your firm's financial advice strategy. Responses to these questions will be aggregated and allow us to analyse the financial advice market's overall position. When responding, please consider the firm's advisory business as a whole.

D7) We are interested in your firm's main advice proposition and target clients. Please explain your main advice proposition below, limiting your answer to five sentences / bullet points. (250 words max)

[Please click here for an example answer](#)

Enter answer here

D8) Please list three key points that, in your opinion, make your advisory service unique versus the services of your closest competitors:

This might include points such as lower fees, higher service quality, use of technology, above-average investment returns, marketing strategy, niche consumer target market.

If you consider your advisory service to be similar to that of competitors, please enter N/A below.

<ul style="list-style-type: none"> • Feature 1 • Feature 2 • Feature 3

D9) In what ways, if any, are you planning to develop your advice business in the next five years? (150 words)

This might include expanding the business, wrapping up the business, advising on new products and services, or investing in new technology.

If you have no plans for developing your advice business, please enter 'no plans' below.

Enter answer here

Competition

We are interested in your perceptions on competition between firm's offering financial advice, and the extent to which consumers shop around between advisers

D10) Please indicate to what extent the following statements hold true for your firms' advice business.

	Select answer	Comments (optional)
"Competitive pricing is a core part of our retail client acquisition strategy"		
"Competitive pricing is a core part of our retail client retention strategy"		
"Compared to competitor advice services, our advice charges are generally.."		
"When setting our prices, we take rival firm prices into consideration"		
"Our retail clients are interested in how their returns compare to those of other advisers"		
"We are concerned about rival firms acquiring our retail clients"		
"We rely on actively marketing our services to acquire new retail clients"		
"We rely on word-of-mouth to acquire new customers"		
"Revenues from existing customers can maintain the business over the next five years"		
"We are considering selling or wrapping up the business in the next five years"		

D11) We are interested in the extent to which retail consumers shop around and move between financial advisers. Please complete the table below on a best approximation basis for the 2018/19 tax year

	% of customers (2018/19 tax year)	Comments (optional)
Of your firms advisory revenue, approximately what % was from new customers?		
Of your new customers acquired, approximately what % had likely received advice from a rival firm in the past five years?		
Approximately what % of your ongoing service customers have moved to other firms?		

D12) What steps, if any, have you taken to avoid losing customers to rival firms? (150 words)

Enter answer here

SECTION E - Future plans, technology and barriers

We want to examine the barriers firms may face in developing new advice and guidance services, as well as the opportunities and challenges presented by emerging technology. We welcome your thoughts on the future plans of your advice business, as well as any barriers you think are preventing your firm, or others from achieving these plans.

E1) In the next five years, how do you expect the following to change for your firm (versus tax year 2018/19):

	Expected change by 2024
Number of customers your firm advises	Enter answer here
Value of assets advised on annually	Enter answer here
Number of advisers employed	Enter answer here

Please provide any comments you have regarding the expected changes below **(optional)**

Enter comments here

E2) If you administer investments on behalf of clients, do you use investment platforms or similar solutions?

"In house solution" includes any internal system used for administration, settlement and custody tailored specifically for your business.

	Yes/No
Administer investments on behalf of clients?	

If you answered "yes" to the above, please provide the breakdown by type of platform/solution used, by % of assets under administration (AUA). Please ensure your answer adds up to 100%.

	% of AUA June 2019 (approximation)
D2C Platform	
Adviser Platform	
Other online service	
In-house solution	
Other	
Total	0%

Please provide any comments you have regarding your firms use of investment platforms below **(optional)**

Enter comments here

E3) Does your firm have its own app or customer web portal? If yes, please indicate if the portal includes any of the features listed below:

	Yes/No
Customer website/ web portal	
Phone app	
If Yes to either of the above, do the features include:	
Portfolio valuation	
Portfolio performance	
Historical transactions	
Buy/sell investments	
Number of clients using service(s) financial year 2018/19	

If there are any other features you would like to mention, please include them below **(optional)**

Enter comments here

We are interested in how firms are innovating and investing in technology in order to:

- A) Enhance the end user experience, such as with new website functionality, automated advice and developing phone apps
- B) Make the business processes more efficient, such as with back-office functions, regulatory reporting, cash flow modelling and risk analysis software

E4) Please answer the complete the questions below regarding investment in technology.

	Yes/No
In the past five years, have you made any significant technological investments in your advisory business?	
In the next five years, do you plan on making any significant technological investment in your advisory business?	

If you answered yes to either of the above, please give details on the investments, the rational for them and the expected benefit to your business and/or your retail clients. (200 words)

Alternatively, if you answered "no" to the above, please provide a short rational for the reasons why.

Enter answer here

E5) Are there any significant obstacles that your advisory firm has faced, or would expect to face, when adopting new technology?

Enter answer here

E6) We are interested in your views in how the wider advice market will change in the future. Do you see any disruptive innovations that could significantly impact the market in the next five years? (150 words)

Enter answer here

E7) Do you believe there are significant barriers when setting up a new advisory business, such as with set-up costs or attracting new customers? (150 words)

Enter answer here

SECTION F - Retail Investment advice & guidance

We would like to understand firms' current propositions for retail investment advice and guidance, including standard charging structures and sizes of pots typically advised on.

This section only needs to be completed if your firm offers advice and guidance on retail investments.

Please note that "retail investment advice and guidance" for the purposes of this questionnaire refers to investments, pensions accumulation, and retirement income (Advice/guidance exclusively relating to DB-DC transfers is not in scope).

Investment Guidance

F1) Does your firm offer retail investment guidance to non-advised customers? If so, please provide details on the nature of the guidance provided. (150 words)

[Click here for definition of investment guidance](#)

Enter answer here

F2) Do you charge non-advised customers for any form of investment guidance? If so, please outline in what circumstances and the associated charges (100 words max)

Enter answer here

Investment Advice

F3) Please outline the typical characteristics of customers that your main advice proposition is targeted at? (100 words max)

Typical characteristics may include age, affluence, financial capability and risk appetite.

Enter answer here

F4) Does your firm offer an on-going advice service, one-off advice or both?

Investment advice service offered	
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F5) Please give the approximate value of the total assets advised on for retail investment clients in the 2018/19 tax year.

If a client received initial advice then were placed in your on-going advice service proposition, please include them in the "ongoing advice" component below.

Service type	Total assets advised on (£) - 2018/19 tax year	Number of customers in service - 2018/19 tax year
Clients receiving ongoing advice		
Clients receiving one-off advice		
Total	£0	0

Please outline any assumptions that have been made in the box below

Enter comments here

F6) If you offer both ongoing and one-off advice, what percentage of these clients receiving initial advice go on to receive your ongoing advice service?

	(%) 2018/19 tax year	Comments
Initial advice clients choosing ongoing advice		

F7) Please outline below the **three main considerations** which influences your firm's decision on whether a customer receives one-off advice or is placed into your on-going advice service.

	Consideration for receiving one-off vs ongoing advice (50 words)
Reason 1	
Reason 2	
Reason 3	

F8) How many years would you expect a typical customer to use your on-going advice service?

	Years	Comments (optional)
Typical contract length for on-going advice service		

F9) Please provide the smallest, largest and average investment pots your firm provides advice to a retail customer on as of June 2019. If you advise across multiple investment accounts (ISAs, SIPPs etc) for a single customer, please give their aggregated pot size.

	Pot size June 2019 (£)	Comments (optional)
Smallest pot size		
Largest pot size		
Mean average (approximate)		
Median average (approximate)		

F10) If your firm has any fee thresholds for providing advice please complete the following table:

	Type of advice	Minimum fee (£)
Investments/pension Accumulation	One-off	
	On-going	
Retirement Income	One-off	
	On-going	
DB to DC transfers	One-off	

F11) Do you operate a minimum pot size threshold for new clients? If so, please state the minimum pot size for advice services below

Minimum pot size	Answer (£)
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Please outline any assumptions that have been made below

Enter comments here

F12) If your firm runs a discretionary management service, or recommends the use of a third party discretionary manager to clients, please give the approximate value of the total assets under discretionary management as of June 2019.

Service type	Assets under management (£) June 2019
In-house discretionary manager	
Third party discretionary manager	
Total	£0

Please outline any assumptions that have been made in the box below

Enter comments here

F13) Thinking of your firm's on-going advice services, does your firm generally offer a similar service to all its customers or offer different levels of service (eg, gold, silver, bronze)? What are the main differences between these service levels?

Please only include different level for you advised propositions. If you are a vertically integrated firm, please exclude discretionary managed or non-advised (D2C) services.

[Click here for example answer](#)

Number of service levels offered (advised services only)	
Key feature difference(s) between services, including headline price difference	<ul style="list-style-type: none"> • Difference 1 • Difference 2 • Difference 3

F14 Please complete the table below for one-off/initial advice charges for your **main investment advice proposition**

Please hover over the relevant question for definitions.

	Charging structure	Complete if charge percentage fee			Complete if charge flat fee	
		Does the percentage charged change based on the pot size?	Is the percentage charged progressive (i.e. similar to UK income tax)?	Minimum charge (%)	Maximum charge (%)	Minimum flat fee
One-off/ initial advice						
Ongoing advice						

We appreciate many headline advice charges will be more complex than information provided above, please outline any assumptions that have been made in the comment box below

Enter comments here

F15 When submitting this survey please attach a PDF/Word copy of your standard cost schedule for your headline advice services.

F16 Please complete the below table indicating the approximate advice charge, in pounds, a typical new customer would pay in 2019 for each of the pot sizes listed below.

If you would not, or do not, advise on pots below a certain size please leave the cell blank

Pot size	One-off advice charge (£)	Annual ongoing advice charge (£)
£20k		
£50k		
£100k		
£250k		
£500k		
£1m		

F17 Under what circumstance are retail clients able to negotiate your firms advice fees? (100 words max)

Enter answer here

F18 We are interested in the total costs **outside of advice charges** a client can expect to pay for your standard recommended investment proposition. By standard investment proposition, please take this to mean the typical proposed investments/services for an advised customer with no prior experience investing:

- Who is pre-retirement
- Looking to invest £250k for a period of 10 years
- Looking to accumulate moderate returns
- Willing to take on a moderate amount of risk

Please outline the charges that a client should expect to pay for the recommended funds/service proposition? Please give the approximate percentage charge the customer would pay annually on a fully invested **pot size of £250k**

Discretionary Management Charge (%)	Platform/Custodian Charge (%)	Average Fund Charges (%)	Other charges exc. advice (optional)	Total cost of investing (exc advice fees)
				0.00%

We appreciate the above will be a broad approximation, please outline any assumptions that have been made in comment box below, or any other charges that should be considered (100 words)

[Click here for example answer](#)

Enter comments here

F19 Do you consider the above **total cost of investing** (excluding your advice fees) to be relatively more or less expensive than competitors' investment proposition?

Total cost of investing versus competitors	Answer
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Please explain your answer below (100 words).

Enter answer here

SECTION G - Protection & Later Life Advice

We would like to understand firms' current propositions for advising on protection and later life products, including advice charging.

Please only fill in the sheet if you offer advice on either protection or later life products.

Under 'protection advice and guidance' we include for the purposes on this questionnaire financial advice and guidance on all types of life insurance (also known as life cover or life assurance), critical illness insurance, and income protection insurance.

Under 'later life' we include equity release, lifetime mortgages, other property options such as downsizing or renting out rooms in the property, funeral plans, and long-term care products.

[If you advise on later life but not protection click here](#)

Part 1- Protection Advice

G1) Does your firm offer advice or guidance for protection products?

	Yes/No
Advice on protection products	
Guidance on protection products	

If your firm provides guidance, please provide details on the nature of this guidance provided. Else, please explain why you do not offer guidance.

Enter answer here

G2) Please outline the target characteristics of customers that your protection proposition(s) are most suitable for. If there are any customers that your propositions are strictly not suitable for, please also highlight these below.

Enter answer here

G3) We are interested in how your firm generates revenue from advising on protection products. Does your firm charge fees to its customers for protection advice, receive commission from product providers, or both?

Enter answer here

G4) Please complete the table below on charges.

Insurance product	Average commission from product provider - 2018/19 tax year (% value of annual premium)	Average customer fee (2018/19 tax year)	
		Fee type	Charge (£)
Life Insurance			
Critical illness insurance			
Income protection			

If you follow a different charging structure, or there are other protection products you advise on which are not captured above, please outline them below (100 words)

Enter answer here

Part 2- Later Life Advice

G5) Does your firm offer advice or guidance for later life products?

	Yes/No
Advice on later life products	
Guidance on later life products	

If your firm provides guidance, please provide details on the nature of this guidance provided. Else, please explain why you do not offer guidance.

Enter answer here

G6) Please outline the target characteristics of customers that your later life proposition(s) are most suitable for. If there are any customers that your propositions are strictly not suitable for, please also highlight these below.

Enter answer here

G7) We are interested in how your firm generates revenue from advising on later life products. Does your firm charge fees to its customers for later life advice, receive commission from product providers, or both?

Enter answer here

G8) Please complete the table below on charges.

Later life product	Average commission from later life product provider - 2018/19 tax year (% value of product)	Average Customer Fee 2018/19 tax year	
		Fee type	Charge (£)
Equity release			
Lifetime mortgage			
Funeral plans			
Long-term care			

If you follow a different charging structure, or if there are other later life products you advise on which are not captured above, please outline them below (100 words)

Enter answer here