

keyfacts

about our services

STIRLING HOUSE IFAs
ADMINISTRATION CENTRE
P O BOX 268
MALVERN
WORCESTERSHIRE
WR14 9DD



1. The Financial Services Authority (FSA)

The FSA is the independent watchdog that regulates financial services. It requires us to give you this document. Use this information to decide if our services are right for you.

2. Whose products do we offer?

- 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.

3. Which service will we provide you with?

- 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.

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

- Before we provide you with advice, we will give you our **keyfacts** guide: **'about the cost of our services'**.
- We will tell you how we get paid, and the amount, before we carry out any business for you.

5. Who regulates us?

- Stirling House Independent Financial Advisers and the term Stirling House IFAs are the marketing terms used to describe the representatives of Stirling House Financial Services Limited. Stirling House Financial Services Limited is authorised and regulated by the Financial Services Authority. Our FSA Register number is 413234.
- Our permitted business is advising and arranging life assurance pensions and unit trust business.
- 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.

6. Loans and ownership

- Stirling House Financial Services Limited is a Private Company limited by shares.
- 100% of the shares are fully paid up and issued.

7. What to do if you have a complaint

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

In writing to:

The Compliance Director
Stirling House Financial Services Ltd
Administration Centre
P O Box 268
MALVERN
Worcestershire
WR14 9DD

By phone:

0845 68 68 268

By fax:

0845 68 68 269

By e-Mail:

Compliance@Stirling-House.com

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

8. 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.
- Most types of investment business are covered for 100% of the first £30,000 and 90% of the next £20,000 – so the maximum compensation is £48,000.
- Further information about compensation scheme arrangements is available from the FSCS.



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STIRLING HOUSE
INDEPENDENT FINANCIAL ADVISERS

1. The Financial Services Authority (FSA)

The FSA is the independent regulator of financial services. It requires us to give you this document when advising on some savings and investments. You may use this information to compare value for money, to shop around and to decide which firm to use.

2. Our Services

We offer an initial discussion without charge when we will describe our services more fully and describe the payment options. If you decide to go ahead, we will: gather and analyse personal information about you, your finances, your needs and objectives; recommend and discuss any action we think you should take and, with your agreement, arrange relevant investments for you.

3. What are your payment options?

Not all firms charge for advice in the same way. We will discuss your payment options with you and answer any questions you have. We will not charge you anything until you have agreed how we are to be paid. **We have ticked the payment options we offer.**

- Paying by fee.** Whether you buy a product or not, you will pay for our advice and services. If we also receive commission from the product provider when you buy a product, we will pass on the full value of that commission to you in one or more ways. For example, we could reduce our fee; or reduce your product charges; or increase your investment amount; or refund the commission to you.
- Paying by commission (or product charges).** If you buy a financial product we will normally receive commission on the sale from the product provider. Although you pay nothing up front, that does not mean our service is free. You still pay us indirectly through product charges. Product charges pay for the product provider's own costs and any commission. These charges reduce the amount left for investment. If you buy direct, the product charges could be the same as when buying through an adviser, or they could be higher or lower. We will tell you how much the commission will be before you complete the investment, but you may ask for this information earlier.
- Paying by a combination of commission and fee.** In some circumstances, we also charge a fee on top of any commission we might receive.



4. How much might our services cost?

If you choose the fee option

We will agree the rate we will charge before beginning work. We will tell you if you have to pay VAT. Our typical charges are:

Principal/Director/Partner	£250.00 - £500 per hour
Financial adviser	£ 75.00 - £250 per hour
Administration	£ 8.25 - £12.50 per hour

You may ask us for an estimate of how much in total we might charge. You may also ask us not to exceed a given amount without checking with you first.

If you choose the combination of commission and fee option

We will charge you a combination of fees and commission. The actual amounts will depend on the service provided to you, but will not exceed the total of the maximum fees set out above and the maximum commission set out in the tables below.

If you choose the commission option

Tables 1 and 2 show examples of the amounts of commission we could receive (or the equivalent we could earn through product charges) and compare those amounts with the market average (see notes 1 & 2 at the end of this section 4).

The amounts vary according to: the type of product, the amount you invest, and sometimes how long you invest for, or your age when you start the product. We will confirm the actual amount to you before you buy a product.

Table 1 – Commission if you invest monthly

Products	Example term or age	Comparison of costs		Example based on £100 per month <i>This shows the maximum costs of our sales and advice for a monthly investment or premium of £100, ignoring any changes in fund value</i>
		<i>Our maximum</i>	<i>Market average</i>	
Savings and Investments				
Collective Investments e.g. Unit Trusts	Any	7.25% of all payments plus 1% of your fund value each year from Year 1.	1% of your fund value each year from Year 1.	£72.5 each year plus £12 in Year 1, £24 in Year 2 and so on (the actual amount in later years will vary in line with your fund value).



Savings and Investments *Continued*

Endowments	10 year term	43.4% of each of the first 12 month's payments plus 2.5% of all payments from month 17 onwards.	30.6% of each of the first 12 month's payments plus 2.5% of all payments from month 17 onwards.	£520.80 initially plus £30 each year from month 17.
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Protection

Whole of Life Assurance	Age 40	119.9% of the 12 month's payments plus 2.5% of all payments from month 49.	95% of the 12 month's payments plus 2.5% of all payments from month 49.	£1,438.80 initially plus £30 each year from month 49.
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Saving for retirement

Personal and Stakeholder Pensions	25 year term	81.6% of the 12 month's payments plus 2.5% of all payments from month 28.	24.3% of the 12 month's payments plus 2.5% of all payments from month 28.	£979.20 initially plus £30 each year from month 28.
	10 year term	36.3% of the 12 month's payments plus 2.5% of all payments from month 13.	13.2% of the 12 month's payments plus 2.5% of all payments from month 13.	£435.60 initially plus £30 each year from month 13.

Personal Pension Schemes

Not all types of personal pension scheme are included in the information above about commissions. Instead only the more common types are included, and schemes such as SIPP's are not. Before we start advising you, we will inform you of how much we could be paid if we do recommend one of these products to you.

You can also ask us about commission we might receive on underlying investments we recommend you hold within a SIPP if not contained in the information above.



Table 2 – Commission if you invest a lump sum

Products	Example term or age	Comparison of costs		Example based on £10,000 lump sum
		Our maximum	Market average	<i>This shows the maximum costs of our sales and advice for a lump sum investment of £10,000, ignoring any changes in fund value</i>
Savings and Investments				
Collective Investments e.g. Unit Trusts	Any	8% of the amount you invest plus 1% of your fund value from Year 1.	6.25% of your fund value each year from Year 1.	£800 plus £100 in Year 1 (the actual amount in later years will vary in line with your fund value).
Investment Bonds	Any	9% of the amount you invest plus 0.7% of your fund value from Year 1.	7.25% of the amount you invest plus 0.7% of your fund value from Year 1.	£900 plus £70 in Year 1 (the actual amount in later years will vary in line with your fund value).
Saving for retirement				
Personal and Stakeholder Pensions	Any	4% of the amount you invest plus 1% of your fund value from Year 2.	0.8% of your fund value from Year 2.	£400 plus £100 each year from Year 2 (the actual amount in later years will vary in line with your fund value).
Personal Pension Schemes				
<p>Not all types of personal pension scheme are included in the information above about commissions. Instead only the more common types are included, and schemes such as SIPP's are not. Before we start advising you, we will inform you of how much we could be paid if we do recommend one of these products to you.</p> <p>You can also ask us about commission we might receive on underlying investments we recommend you hold within a SIPP if not contained in the information above.</p>				
At retirement				
Annuities	Any	6% of the amount you invest	1.3% of the amount you invest	£600
Income Drawdown	Any	6.5% of the amount you invest plus 1.5% of your fund value from Year 1.	5% of your fund value each year from Year 1.	£650 plus £150 in Year 1 (the actual amount in later years will vary in line with your fund value).



5. Further information

Your Stirling House Adviser	<p>Stirling House IFAs Administration Centre PO Box 268 Malvern WR14 9DD</p> <p>Tel: 0845 68 68 268 Fax: 0845 68 68 269</p> <p>e.Mail: Enquiries@Stirling-House.com Adviser: Firstname.Lastname@SHIFA.uk.net</p> <p>Stirling House Independent Financial Advisers and Stirling House IFAs are the marketing terms used to describe the representatives of Stirling House Financial Services Ltd</p> <p>Stirling House Financial Services Limited is authorised and regulated by the Financial Services Authority N° 413234.</p> <p>Registered in England N° 5112844</p>
FSA	<p>Financial Services Authority 25 The North Colonnade, Canary Wharf, London E14 5HS</p> <p>Tel: 020 7066 1000 Fax: 020 7066 1099</p> <p>Web: www.fsa.gov.uk</p>

Last updated: 17th February 2008

STIRLING HOUSE

INDEPENDENT FINANCIAL ADVISERS

TERMS OF BUSINESS

Stirling House Independent Financial Advisers and the title 'Stirling House IFA' are the marketing terms used to describe the representatives of Stirling House Financial Services Limited.

Stirling House Financial Services Limited is authorised and regulated by the Financial Services Authority N° 413234. Details of our authorisation and address can be checked on the Financial Services Authority Register by visiting their website, www.fsa.gov.uk/register or by contacting the FSA on 0845 606 1234.

Stirling House IFAs are independent advisers and will act on your behalf in advising you on life assurance, pensions and investments from different companies.

SCOPE OF SERVICES

Stirling House IFAs are permitted to arrange (bring about) deals in investments and advice on investments. The particular investment types relate to life assurance, pensions, investments in authorised collective investment schemes, Unit Trust PEPs and ISAs and in limited circumstances may include unregulated collective investment schemes.

*With regard to investments which we have arranged for you, **these will 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 should we wish to contact you to discuss the relative merits of an investment or service which we feel may be of interest to you.*

Stirling House IFAs do not handle client's money. We never accept a cheque made out to us (unless it is a cheque in settlement of charges or disbursements for which we have sent you an invoice) or handle cash.

MATERIAL INTERESTS

Stirling House IFAs offer independent advice, but occasions can arise where we or one of our other clients will 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 clients 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.

CLIENTS INSTRUCTIONS

We require our clients to give us instructions in writing (which shall include e-Mail and facsimile transmission) to avoid possible disputes. We will, however, accept oral instructions provided they are confirmed in writing within 24 hours.

TERMINATION OF AUTHORITY

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 which may be outstanding.

COMPENSATION

We are covered by the Financial Services Compensation Scheme. 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. Most types of investment business are covered for 100% of the first £30,000 and 90% of the next £20,000, so the maximum compensation is £48,000. Further information about compensation arrangements is available from the Financial Services Compensation Scheme. Details of the cover provided by the

Financial Services Compensation Scheme are given in a leaflet which we will send you at your request. Further information is available from the Financial Services Authority and the Financial Services Compensation Scheme.

COMPLAINTS

If you should have any complaint about the advice you receive or a product you have bought please write to the Compliance Director at Stirling House Financial Services Ltd. Administration Centre, P O Box 268, Malvern, WR14 9DD Telephone number 0845 6868268. If following our subsequent investigation and response you are still not satisfied you may contact the Financial Ombudsman Service. Full details are contained within our internal complaints procedure, which is available to you on request at any time.

RIGHT TO WITHDRAW

In the case of a non packaged product ISA or PEP recommended we will inform you in writing of any right to withdraw or cancel you may have or, if it is the case, we will inform you in writing that no such rights will apply.

CLIENTS RISK

You are advised that because investments can fall as well as rise, you may not get back the full amount invested. Past performance is not necessarily a guide to future performance.

DISCLOSURE OF CLIENT'S PERSONAL DATA

Where investment business services are provided to Stirling House IFAs by third parties then circumstances may arise which warrant the disclosure of more than just your basic contact details. On these occasions such as processing business, and obtaining compliance and regulatory advice you agree that personal information held by Stirling House IFAs may be disclosed on a confidential basis, and in accordance with the Data Protection Act 1998, to such third parties. You agree that this information may be transferred electronically, e.g. e-Mail. You also agree that we or any such third party may contact you in future by any means of communication which we consider appropriate at the time. Should a Stirling House IFA cease to be an Appointed Representative of Stirling House Financial Services Ltd, you agree that we may take copies of the information about you which Stirling House Financial Services Ltd hold so that we may continue to provide advice to you as our client based on complete information. We will not, therefore, seek your further permission before making such copies.

PAYMENT FOR SERVICES

Commission

We normally derive our income from commission paid to us in respect of transactions in Life Assurance, PEP/ISA Unit Trusts and other Regulated Collective Investment Schemes and in Investment Trust Companies' shares held in a PEP/ISA or regular savings scheme. We shall tell you the amount and the frequency of commission payable to us on any such investment.

If we receive a commission or other form of benefit from the issuer of a security or from another intermediary, we will inform you, but we will not tell you its amount unless you ask us to do so. We reserve the right to share any commission or fees received by us with other introducing agents.

Fees Alternative

We do not normally charge fees, but reserve the right to do so, in the following circumstances:-

1. if the work we do for you does not relate to investments on which commission is payable
2. if you instruct us to give you advice, but not to arrange the sale of purchase of any investment produce for you; or
3. if it is agreed that the work is carried out on a fee basis, with any commission that would have been payable being reinvested to enhance the investment products arranged, or being used to offset the fee otherwise payable.

PAYMENT FOR SERVICES -continued

Where we propose to charge a fee, we will agree its basis, frequency and method with you in writing before we carry out any chargeable work. Should we receive commission from any third party in relation to transactions arranged for you, we will offset the amount received against any fees due.

In respect of any regular premium policy which we may recommend should you subsequently cease to pay premiums on the policy and in consequence we are obliged to refund the commission that has been paid to us we reserve the right to charge you a fee representing the amount we have to repay, for a period of up to four years after commencement of the policy, but we will not charge the fee if you exercise your right to cancel in accordance with the cancellation notice sent to you by the life company. Details of the commission payable will be notified to you in a specific key features illustration prior to any transaction proceeding.

ACCOUNTING TO YOU

Unless in exceptional circumstances, we will confirm to you in writing the basis or our reason for recommending the transaction executed on your behalf.

We will also make arrangements for all your investments to be registered in your name unless you first instruct us otherwise in writing. We will forward to you all documents showing ownership of your investments as soon as practicable after we receive them; where a number of documents relating to a series of transactions is involved, we will normally hold each document until the series is complete and then forward them to you.

INVESTMENT OBJECTIVES & RESTRICTIONS

Following the issue of this letter any subsequent advice or recommendation offered to you will be based on your stated investment objectives, acceptable level of risk and any restrictions you wish to place on the type of investments or policies you are willing to consider. Details of your stated investment objectives will be included in the suitability letter we will issue to you to confirm our recommendation. Unless confirmed in writing, to the contrary, we will assume that you do not wish to place any restrictions on the advice we give you.

CLIENTS CONSENT

I understand and consent to the above terms and I hereby authorise the transfer of information, as described above on a confidential basis when warranted between such third parties.

IFA Copy / Client Copy* ** Delete as appropriate*

Client Name(s)

Client
signature(s)

Date of issue

Date of receipt

JUNE 2005