

Client Brochure: Terms of Business

Blue Ocean Financial Planning is the trading style of Blue Ocean Investment Company Limited. Blue Ocean Financial Planning is one of the leading independent financial advice firms in London and Kent. Following its launch in 1995, the company has attracted thousands of clients with its personalised and professional ethos and continues to grow, supported by our head-office administration, technology and regulatory teams including financial planning expertise.

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1. Who we are

Blue Ocean Financial Planning is a private wealth management firm. Our independent status is the key foundation to our business model and ensures that we can advise on products across the whole marketplace.

We pride ourselves on our personal and professional service, providing bespoke and comprehensive solutions for our clients. We place great emphasis on treating all our clients fairly and act solely in the best interests of our clients at all times. We do not act on behalf of any product provider, bank or insurance company.

2. Who regulates us

We are fully regulated by the Financial Conduct Authority No: 456458 – Please check the register for completeness – <http://www.fca.org.uk>

At Blue Ocean, we believe the “client experience” is of utmost importance. This is highlighted in our mission statement as we endeavour to offer our clients a friendly,

personal service to ensure their financial planning experience is as smooth as possible. We believe this attitude has significantly contributed to Blue Ocean's success in establishing thousands of long-lasting professional client relationships over the years.

We aim to ensure that all our clients will always view their IFA as their trusted adviser.

3. What we do

Our primary focus is on the provision of independent wealth management services for businesses and private investors throughout the UK.

We offer a wide range of services covering all aspects of pensions, investments, insurance and mortgage business.

4. Our core services including technology

Core Services	Areas Covered (not an exhaustive list)
Investments	Income & Growth
Pensions	Pre-Retirement Post-Retirement
Savings	ISA's Bonds Unit trusts
Protection	Life and Critical Illness Cover Income Protection
Mortgages	Purchases Remortgages Private and Commercial Equity Release
General Financial Advice on a range of other matters	Including Inheritance tax planning and other general advice

At Blue Ocean, we understand how new technology can make the financial planning process more efficient for both the company and the client. Blue Ocean will provide you with an individual web portal to access online valuations of all of your investments on secure and encrypted websites at your own convenience. You will also be able to view and store all related documents here securely.

5. What you can expect as a client

- Independent professional and personal advice from a qualified financial adviser
- Full updates and information regarding any changes relevant to the client
- Access by telephone to speak to an adviser regarding any worries or concerns you may have
- Support from a leading UK national IFA firm, regulated by the FCA
- Access to our unique wealth management process
- A commitment to provide transparent costs and charges
- Security and safety with an inherent commitment to regulatory and professional standards throughout

6. What we stand for

As independent financial advisers we are the “trusted adviser to the client” and at Blue Ocean we take this responsibility very seriously. We act solely on behalf of our clients and have their best interests at heart at all times.

Professional financial planning does however come at a cost in much the same way as obtaining professional legal or accountancy advice.

“Our clients feel more secure with us guiding them through life’s financial decisions.”

7. About our services and costs: see attached document

8. Your rights

Blue Ocean must take steps to ensure you are categorised to give you the appropriate protection under the rules of our regulator, the Financial Conduct Authority. Generally, we treat individual clients as retail clients for investment business and as a retail customer for insurance business. Clients who are not individuals, such as listed companies, local authorities and larger partnerships or trusts may not have rights under the Financial Ombudsman Service or the Financial Services Compensation Scheme.

9. Who owns Blue Ocean Investment Company Limited?

Mr John Doyle owns 50% and Mrs Pauline Doyle owns 50% of the share capital in Blue Ocean Investment Company Limited.

10. What we do for you – Information on each stage of the process

There are different stages to the process of working with your adviser:

Step 1: Initial Consultation

Introduction – Agree remuneration method – identify goals and objectives – information gathering

Whilst many of the investments and pensions can be carried out online, we will still need to meet clients individually at our London or Kent offices for ID verification.

- We will provide information about Blue Ocean, how we would like to work with you and the services that we can provide you and their costs.
- We will discuss and identify goals and objectives. We do this by understanding your financial planning priorities and timelines for achieving them. We cannot guarantee that we can meet all your objectives and financial goals, but we can help you work towards them.
- To help us work out the best recommendations and advice for you, we require you to complete a Fact Find as fully as possible, providing us with personal and financial information.
- We agree on a remuneration method for the work and fees agreed on and signed in the personal client agreement (a letter of confirmation detailing how we can help you and what the costs will be).

Step 2: Advice and Research

Assess objectives – Review existing plans – Research – Devise investment strategy (if applicable)

- Using the information from the Fact Find and Consultation process, we spend some time gathering further information about your current financial plans, policies and any commitments.
- With this information and understanding of your objectives and priorities, we will then provide you with tailored financial recommendations on the area of financial advice which has been agreed with you.
- This work may incur a charge. Please see '**How Much Does Our Advice Cost?**' for more information.
- At this stage, you will receive a letter which provides feedback from our initial meeting and discusses the most appropriate way forward.

Step 3: Implementation

Select product – Apply to product provider – Complete documentation – Process applications – Policy documentation

- This is the stage where we put in place the recommendations agreed with you on the tailored area(s) of advice identified to meet your needs and objectives.
- We assist you in the completion of the relevant application(s) and any additional information required for submission to the product provider. It is important to check the information you have provided is correct before signing to avoid delays to the process.
- We will monitor the processing of your application(s) through to policy issue and ensure you finally receive the related policy documentation.
- After the processing of your application(s), you will receive a Suitability Report compiled by your financial adviser, explaining why the recommendation is appropriate for you given your personal and financial circumstances, needs and priorities. In addition, this document outlines any disadvantages/ detracting features of the transaction.
- If we agree to work on an ongoing basis, we will keep your wealth management strategy under review.

Step 4: On-going Service

Review your financial plans – Regular valuations – Confidence in Blue Ocean for future advice

- On-going service is entirely optional but offers many benefits such as reviews to ensure your plans remain appropriate to your ongoing needs.
- Our on-going service means we can provide you with continuing support and servicing options to suit your specific needs in areas which you have identified as being important to you. We would be happy to meet with you if you wish to view your investment portfolio and obtain real-time, online valuations. Please read '*How Much Does Advice Cost?*' to see the fees for on-going service at Blue Ocean.

At Blue Ocean, we are dedicated to building long-lasting professional client relationships and hope that when you have completed your business with us, you feel confident in using us for any financial advice or planning in the future.

Step 5: Bespoke Services

Should you require any bespoke services which are outside our normal working parameters then we will discuss these with you on an individual basis. Any fees/charges will be advised on an individual basis and confirmed in our 'fee agreement' document.

11. How much does advice cost?

Please refer to the Key Facts 'About our Services and Costs'. Blue Ocean keeps company costs low and efficient to offer clients quality service at highly competitive rates.

12. Your commitment

We will need you to ensure that we are notified of all relevant aspects of your personal and financial circumstances and are informed as soon as practical of any changes to your financial prospects or circumstances. We need you to read any reports supplied and sign a Letter of Authority identifying your designated Blue Ocean IFA as your adviser. We may also need your authority to speak with your other professional advisers such as your accountant or lawyer where required.

We need you to send any requested information back as swiftly as possible to enable us to provide a superior service and produce reports or provide advice in an accurate and timely manner.

13. Your objectives and personal goals

We can provide advice on all areas of financial planning, but you will be given the opportunity to prioritise your own financial planning needs.

If we agree to review a specific area of planning, we will provide focussed advice tailored to your needs at that point.

If we provide focused advice, we will not consider all areas of financial planning and can only advise you on the areas you have asked us to address. On this basis our advice may have been different had we conducted a full review or considered other areas of financial planning at the same time.

14. Policy documents and contract notes

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.

We will forward to you all documents showing ownership of your investments/ contracts as soon as practicable after we receive them. All such documents may be sent by post and is done so at the client's risk.

15. Conflict of Interest

We offer independent financial advice, but occasions can arise where we, or one of our other clients, will have some form of interest in the business, which we are transacting for you. If this happens, or we become aware that our interests or those of one of our other clients' conflicts with your interests, we will inform you in writing and obtain your consent

before we can carry out your instructions. There may be occasions when we will be unable to act for one of the parties.

16. Data Protection

Any information provided to us is subject to the General Data Protection Regulation (Regulation (EU) 2016/679). (GDPR)

Your data will be used for the sole purpose of providing financial advice, administration and management.

“Processing” includes obtaining, recording or holding information or data, transferring it to other companies associated with us, such as product providers, the FCA or any other statutory, governmental or regulatory body for legitimate purposes including, where relevant, to solicitors and/or other debt collection agencies for debt collection purposes and carrying out operations on the information or data.

In order to provide services to you we may be required to pass your personal information to parties located outside of the European Economic Area (EEA) in countries that do not have Data Protection Laws equivalent to those in the UK. Where this is the case we will take reasonable steps to ensure the privacy of your information.

The information provided may also contain sensitive personal data for the purposes of the Act, including information that relates to your physical or mental health or condition; the committing or alleged committing of any offence by you; any proceedings for an offence committed or alleged to have been committed by you, including the outcome or sentence in such proceedings.

If at any time, should you wish to withdraw consent, for us or any company associated with us, to processing your personal data or sensitive personal data, please contact The Data Protection Officer on 01474 709605 or in writing.

You may be assured that we and any company associated with us will treat all personal data and sensitive personal data as confidential and will not process it other than for a legitimate purpose associated with the service, we will provide you. Steps will be taken to ensure that the information is accurate, kept up to date and not kept for longer than is necessary.

If we provide you with financial advice, your data will be kept in accordance with FCA regulatory expectations, which in some cases mean the duration could be indefinite. Measures will also be taken to safeguard against unauthorised or unlawful processing and accidental loss or destruction or damage to the data.

Subject to certain exceptions, you are entitled to have access to your personal and sensitive personal data that is held by us. You will **not** be charged for us supplying you with such data, however we do reserve the right to apply a ‘reasonable fee’ where requests are deemed excessive.

We will respond to your request as soon as possible and within the maximum time frame of one month.

17. Client Money

For your additional security we do not handle your money. In respect of premiums payable to product providers or insurance companies, we never accept a cheque made out to Blue Ocean or the adviser or handle cash.

We only accept a cheque made payable to Blue Ocean Investment Company Limited in settlement of fees or charges for which we have sent you an invoice.

18. Professional Indemnity Insurance

Blue Ocean shall at all times maintain professional indemnity insurance to at least the minimum level specified by the FCA.

19. 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 the 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.

20. Contact us

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