



ABOUT THE COST OF OUR SERVICES

Brian Vallely
Kellands
Independent Financial Services

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1. Financial Services Authority (FSA)

The FSA is the independent regulator of financial services. This document is designed by the FSA to be given to consumers considering taking advice on certain financial products. You may use this information to compare value for money, to shop around and decide which firm to use.

2. Our Services

We offer an initial discussion (without charge) when we describe our services more fully and explain 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. Should we recommend that we make any form of investment, that investment will be selected from the whole market.

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 may 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 us a fee 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 providers 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 an investment, but you may ask for this information earlier.



Paying by Combination of Commission and Fee. In some circumstances we also charge a fee on top of any commission we might receive to recognise that the commission payable does not properly reflect the work, which we have undertaken in advising you and arranging this investment.

4. How much might our services cost?

If you choose the fee option

We will agree the rate we will charge before beginning the work. We will tell you if you have to pay VAT.

- **Our fee is up to £150 per hour, in addition:**
- **On certain investments, we may receive up to 0.50% of your fund value annually from the investment company. For example on a fund valued at £10,000, we receive £50 per annum.**

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 commission option

Table 1 & 2 show examples of the amounts of commission we could receive (or the equivalent we 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 accordingly to the type of product, the amount we 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.

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.

Table 1 – Commission if you invest monthly

Products	Example of term or age	Comparison of Costs		Example Based on £100 per month This shows the maximum costs of our sales and advice for a monthly investment or premium of £100, ignoring any changes in fund value
		Our Maximum	Market Average	
Savings & Investments				
Collective Investments (eg Unit Trusts)	Any	4% of all payments plus 0.50% of your fund value each year from year 1	2.3% of all payments plus 0.50% of your fund value each year from year 1	£48.00 each year plus £6.00 in year 1, £12.00 in year 2 and so on. (the actual amount in later years will vary in line with your fund value).
Endowments	10 Year Term	43.3% of the first 12 month's payments	40.4% of the first 12 month's payments	£519.60 initially
Protection				
Whole of Life Assurance	Age 40	112% of the first 12 months payments plus 2.5% of all payments from month 49	101.3% of the first 12 months payments plus 2.5% of all payments from month 49	£1,344.00 initially plus £30.00 each year from month 49
Saving for Retirement				
Personal and Stakeholder Pensions	25 Year Term	53% of the first 12 months payments plus 1% of all payments from month 28	30.2% of the first 12 months payment plus 1% of all payments from month 28	£636.00 initially plus £12.00 each year from month 28
Personal and Stakeholder Pensions	10 Year Term	30% of the first 12 months payments	18.5% of the first 12 months payments	£360.00 initially
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 of term or age	Comparison of Costs		Example Based on £10,000 Single Premium
		Our Maximum	Market Average	
				This shows the maximum costs of our sales and advice for a lump sum investment of £10,000 ignoring any changes in fund value
Savings & Investments				
Collective Investments (eg Unit Trusts)	Any	4% of the amount you invest plus 0.50% of your fund value each year from year 1	1.4% of the amount you invest plus 0.50% of your fund value each year from year 1	£400.00 plus £50.00 each year from year 1 (the actual amount in later years will vary in line with your fund value)
Investment Bond	Any	4% of the amount you invest plus 1% of your fund value each year from year 2	0.3% of the amount you invest plus 1% of your fund value each year from year 2	£400.00 plus £100.00 each year from year 2 (the actual amount in later years will vary in line with your fund value)
Saving for Retirement				
Personal and Stakeholder Pensions	Any	8.4% of the amount you invest	5.6% of the amount you invest	£840.00
<p>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 SIPPs 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	2.00% of the amount you invest	1.4% of the amount you invest	£200.00
Income Drawdown	Any	4% of the amount you invest plus 1% of your fund value each year in year 1	0.8% of your fund value each year from year 1	£400.00 plus £100.00 each year from 1 (The actual amount in later years will vary in line with your fund value).

Notes

1. The market average figures are calculated by the FSA using actual data from a representative sample of regulated firms and are shown in a way that you may compare with our own maximum rates. The market average figures will be updated by the FSA from time to time based on new data.
2. Where a firm sells its own products, it must calculate its figures according to FSA guidelines.

5. Further Information

If you need any more help or information

- ask your adviser; or visit www.fsa.gov.uk/consumer

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Brian Valley Kellands Independent Financial Services is authorised and regulated by the Financial Services Authority (FSA reference No. 449924)