Your financial needs in our hands...

Fair Value Assessment

Charging Structure & Ongoing Service Commitment

Transparent Charging • Professional Advice • Long-Term Relationships

Authorised and Regulated by the Financial Conduct Authority
FCA Registration No. 552440

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Our Commitment

At Mark J Morsley & Associates Ltd we believe choosing a financial adviser should never be based solely upon cost.

Professional financial advice is about far more than recommending a pension or investment. It is about building a long-term relationship with an adviser who understands your objectives, regularly reviews your financial position and remains available whenever circumstances change.

Our charging structure has therefore been designed to be transparent, competitive and fair, whilst enabling us to provide a high level of personal service before, during and after any recommendation is implemented.

This document explains how our fees compare with the wider financial advice profession and, more importantly, the value our clients receive in return.

Our Advice Proposition

Mark J Morsley & Associates Ltd is authorised and regulated by the Financial Conduct Authority as a Whole of Market Adviser (Registration No. 552440).

Rather than attempting to recommend every product available within the marketplace, we have chosen to restrict our advice to the providers, investment platforms, pension arrangements and investment solutions that we believe consistently deliver the highest standards of quality, value, flexibility, financial strength and client outcomes.

This enables us to provide advice from a carefully selected range of leading UK providers that have been subject to our own ongoing due diligence and governance process.

Our recommendations are never influenced by provider incentives or sales targets and are based upon:

- Your personal objectives.
- Suitability.
- Value for money.
- Quality of provider.
- Financial strength.
- Investment governance.
- Flexibility.
- Service standards.
- Long-term sustainability.
- Our professional judgement developed through more than thirty years of advising private clients. Our objective is simple:-

‘To recommend the solution we genuinely believe is most appropriate for each individual client.’

How Our Charges Compare – Initial fees

Independent industry research indicates that many financial advisers charge initial advice fees broadly within the following ranges.

Investment Value	Typical Market Charge	MJM Maximum Charge
Up to £15,000	Fixed fees common	£600 fixed fee
£15,001 - £30,000	3.5% - 5.0%	**4.5%**
£30,001 - £50,000	3.0% - 4.5%	**4.0%**
£50,001 - £75,000	2.5% - 4.0%	**3.5%**
£75,001 - £100,00	2.5% - 4.5%	**2.75%**
£100,00 - £250,000	2.5% - 4.5%	**2.5%**
£250,000 - £500,000	2% - 3%	**1.75%**
£500,000 - £1m	1.5%- 2%	**1.50%**
£1 million +	1% - 2%	**Negotiable**

As investment values increase, our fees reduce accordingly.

We also retain discretion to reduce our charges further where appropriate, taking into account factors such as the size and complexity of the case, existing client relationships and the level of work involved. This flexibility is reflected within our published Terms of Business.

How Our Charges Compare – Ongoing management fees

Independent industry research indicates that many financial advisers charge initial advice fees broadly within the following ranges (fees are taken on a monthly basis to place a lower drag on the fund rather than an annual amount taken at once).

Investment Value	Typical Market Charge	MJM Maximum Charge
Up to £75,000	0.75%- 1.5%	**1%**
£75,001 - £500,000	0.5% - 1%	**0.75%**
£500,001 - £1 million	0.25% - 0.75%	**0.5%**
£1 million +	0.1% - 0.5%	**Negotiable**

Source: MoneyHelper – Guide to Financial Adviser Fees and Unbiased – Financial Adviser Fees: How Much Does a Financial Adviser Cost? Figures shown represent typical charging ranges for UK financial advisers and are provided for general comparison only. Individual firms may charge higher or lower fees depending upon the complexity of the advice and the level of service provided.

As investment values increase, our fees reduce accordingly.

We also retain discretion to reduce our charges further where appropriate, taking into account factors such as the size and complexity of the case, existing client relationships and the level of work involved. This flexibility is reflected within our published Terms of Business.

What Your Ongoing Fee Provides

Your ongoing adviser charge is not simply for an annual review meeting. It covers the continuous professional oversight of your financial affairs throughout the year, helping to ensure your plans remain suitable, tax-efficient and aligned with your objectives as your circumstances, legislation and investment markets evolve.

Your ongoing service includes:

- Continuous oversight of the investments and pensions we manage on your behalf.
- Regular monitoring of the value and performance of your plans.
- Secure electronic storage of all documentation relating to your financial arrangements, with copies available on request.
- Full compliance with UK Data Protection legislation, ensuring your personal information remains secure.
- Ongoing access to the MJM support team for day-to-day enquiries and administrative assistance.
- A comprehensive annual review of the plans we manage on your behalf. This is normally provided electronically (or by post if preferred) and is followed by an invitation to discuss your financial position in person, by telephone or via Microsoft Teams or Zoom.
- Where applicable, our MJM Income Longevity Review, provided every six months to clients drawing retirement income, helping to monitor the sustainability of

withdrawals and reduce the risk of your retirement fund being depleted prematurely.

In addition, as outlined within our Terms of Business, your ongoing service also provides access to:

- Advice and guidance when your personal or financial circumstances change and you require professional support.
- Reviews of your investment objectives, attitude to investment risk and capacity for loss to ensure your investments continue to reflect your needs.
- Consideration of changes in taxation, legislation and financial markets where these may affect your financial planning.
- Additional review meetings, where appropriate, at our offices, your home, or remotely via Microsoft Teams or Zoom.

The frequency of your scheduled review meetings will be agreed with you at the outset and is typically annual. Should you require additional meetings or advice outside your agreed servicing arrangement, these can usually be accommodated and may be subject to an additional fee. Any such fee will always be discussed and agreed with you in advance.

Our ongoing adviser charge reflects far more than the time spent in review meetings. It covers the continuous professional oversight, regulatory responsibilities, research, administration and ongoing support required to help ensure your financial plans remain appropriate, compliant and aligned with your long-term objectives.

The MJM Income Longevity Review

One of the services that distinguishes Mark J Morsley & Associates Ltd is our MJM Income Longevity Review.

Many clients rely upon their pensions and investments to provide an income throughout retirement. Whilst investment performance is important, we believe the more important question is:

"Will my pension or investment continue to provide

the income I require for as long as I need it?"

Our Income Longevity Review has been developed specifically to answer that question. Each review considers:

- Current investment values.
- Income currently being withdrawn.

- Investment performance.
- Inflation.
- Future expenditure.
- Taxation.
- Changes in legislation.
- Life expectancy assumptions.
- Sustainability of future withdrawals.
- Changes to your personal objectives.

Where appropriate, recommendations can then be made to adjust investment strategy, income levels or tax planning to maximise the likelihood of achieving your long-term retirement objectives.

This is one of the ways we seek to provide genuine ongoing value rather than simply reviewing investment performance.

Freedom of Choice

We believe good financial advice should be earned - not contractually enforced. For this reason:

- We do not require clients to enter into any advice agreements.
- Our ongoing service can be cancelled should a client decide it is no longer required.
- Clients are free to end our ongoing service at any time, subject only to reasonable notice where applicable.
- We do not recommend products simply because they generate ongoing fees.
- We do not advise on products that unnecessarily tie clients into long-term contractual arrangements or impose punitive exit penalties.

We believe clients should remain with us because they value our advice and service - not because they feel obliged to do so.

Fair Value

The Financial Conduct Authority expects firms to demonstrate that the charges clients pay represent fair value.

- We believe our proposition achieves this through a combination of:
- Transparent fees.
- Professional qualifications and experience.
- Personal service.
- Ongoing financial planning.
- Regular reviews.
- Continuous investment oversight.
- Accessibility whenever advice is required.

- Long-term client relationships.

Our objective has never been to be the cheapest adviser.

Our objective is to provide advice, service and ongoing support that consistently represent exceptional value.

Our Philosophy

Financial planning is not a single transaction.

It is an ongoing process that evolves throughout your lifetime.

Whether you are building wealth, planning for retirement, drawing an income or preserving assets for future generations, our role is to provide independent thinking, professional judgement and long-term support.

We do not aspire to be the cheapest financial adviser.

'We aspire to be the adviser our clients are happiest to recommend to their family, friends and colleagues.'

Important note: This document is intended to explain our charging and service proposition. It should be read alongside our current Terms of Business and any personalised fee agreement provided before work begins.