Financial Planners

Chartered

CERVELLO

Pricing guide

The price of our service to you

We know how important it is to pick a financial adviser or planner you want to work with. However we also know that it can be frustrating when the costs of working with an adviser aren't clear.

That's why at Cervello we want you to make sure that you understand what our service entails, the cost of our service and how it compares with the market. This then allows you to make an informed choice about whether we might be the right firm for you.

We're certainly not going to be the cheapest out there (more on how we compare with other advisers later on in this document) but we do believe we're pretty decent value.

How much does working with Cervello Cost?

Initial meeting – At our Expense

Initial Fee – £2,800

Implementation fee – 1% of wealth invested

Ongoing fee – 1% p.a. or a fixed fee retainer equivalent (minimum £3,000 per annum)

How do we compare to other financial advisers?

Let's get one thing out of the way first. We're not the cheapest option for financial advice available.

Our firm is a high quality, trusted, chartered, independent financial advice and planning business. Our focus is on constantly adding value to our clients, not on making our service as cheap as possible.

However we do focus on making sure we're both competitive in the marketplace and consistently add value to our clients and we know we are both competitive and add loads of value.

The easiest way to work out how we compare based on your unique circumstances is to use this handy 'fee calculation' calculator which will immediately show you how we compare to both the market here…

What's included

At Cervello, the advice you receive will be tailor made for you after we've taken time to understand your hopes, dreams, aspirations, and goals.

Our ultimate aim is to provide you with the clarity and confidence that you (in partnership with us) are taking the right action to achieve your financial goals.

here are all of the things we do to support you to do this

Constructing your strategic financial plan

Every good financial plan starts with a Strategy.

That's why the starting point when we work with any client is to help them identify their financial goals including what financial independence means to them. We then work out how far they are towards this goal and if we need to take any action to help them achieve this goal.

We do this by using software specifically designed to help our clients understand where they are financially.

It's like having Google Maps for your financial life.

However, we all know that life changes, so your plan needs to evolve…and our job as your financial planner is to make sure we regularly review and update your strategic financial plan at least annually.

Recommending what's right

The next step is to expertly guide you through our recommendations highlighting the actions you should take to achieve your financial goals, and why. There's a wide range of factors we consider when delivering the right action to take for our clients. This often includes an analysis of a wide range of factors including guarantees, costs and risks.

As a firm, we are fully independent and therefore our only focus is on providing the most appropriate way to achieve your goals.

However ultimately the key factor is this. Is what you're doing now the best way to achieve your financial aspirations. If it is, we'll let you know why. It is isn't, we'll let you know what you need to change and help you to change it. It's that easy.

Removing the paperwork problem

We've all had it. Financial firms sending piles of paperwork, loads of it not making sense or not providing you with the information we need. We deal with all of that, translating the jargon and telling you what you need to know.

I know how frustrating it is and how it can put a lot of us off from focussing on our financial plan.

Our job is to get to the bottom of everything you've got, translating all the Jargon and making sure you've got a clear understanding of where your current pensions, investments, savings and other assets fit into the financial plan.

We also deal with any paperwork which needs to be completed along the way. We can't say fairer than that can we?

Your support team every step of the way

Our job is, as a team, to work hard to support you whenever you need us.

We're also committed to making sure that, if we're doing work on your behalf, we keep you constantly and consistently informed.

Our aim is for you to know that when you're a client of Cervello, our team is your team and we're here to help and support you with anything financial planning relad.

The news you need to hear

It's difficult in today's 'always connected world' to work out what changes in our world have an impact on your financial plan. Of course, as a Cervello client, you're always welcome to get in touch with us to discuss anything you need to.

However, we're also really keen at Cervello to make sure that we're sharing relevant, useful information on a regular basis. That's why we work really hard to collate and curate the changes in our world which might impact your financial plan.

We'll also share useful tips and books you might want to read. All in an effort to keep you informed, but not overwhelmed.

Welcome to the Cervello inner circle

Over the years we've built a trusted network of fellow professionals to support our clients. So, if you need a trusted lawyer, accountant or business coach as a Cervello client all you need to do in touch and we'll introduce to someone we like, know and trust will do a good job for our clients.

We've even got professionals on hand that can help you value and sell your business, support your employees wellbeing and manage all of your commercial insurance needs.

Simply give us a shout and we'll introduce you to one of our trusted 'inner circle'.

Your financial affairs safely stored but at your fingertips

Our Cervello personal finance portal provides instant access to a full picture of your financial picture at the touch of a mouse…so you have instant access to the information you need at the click of a mouse.

Also, we also provide a secure storage facility for your important documents. This is so you know that your will, power of attorney and trust documents can be saved safely in case you or your family ever need a copy.

It's that extra piece of mind designed to help our clients sleep better at night.

Advice on whatever you need whenever you need it

As a chartered financial planning firm, we'd like to think we've got a feeling that our knowledge is both pretty wide and sufficiently deep. Our job is to make sure we've got the expertise to support you to make the right financial decisions in your life.

We support our clients with a wide range of needs from helping our clients achieve financial independence, to mitigating loads of tax, to making sure their kids benefit as much as possible from their hard work.

However we're also conscious that we clearly can't be experts on every aspect of the professional help you need, and this is where the network we've expertly curated over time comes in.

As a Cervello client we want you to know that we can help with a wide range of advice you need…and if we can't we'll find someone who will be able to help.

Where do your fees go?

When working with a financial planner it's useful to know not only what you get for your fees but how we spent it. So, here's how we use your money to make sure we can continue to deliver an outstanding service.

Our Team

We're lucky enough to have an amazing team at Cervello. Committed to working with you and supporting you every step of the way. We continue to invest in our team to ensure the support you receive is always top notch.

Our systems

Whilst financial planning starts with a relationship of trust with a relationship of trust the day to day work within our business relies on technology. This is why we invest in technology designed to help us deliver an outstanding service to our clients but frees our time to do what's most important.

Our professionalism

At Cervello we're proud to be a Chartered, Directly Authorised financial planning business.

To protect our clients this also means paying a range of fees to our regulator, our professional indemnity insurers, and our professional body.

For us, as a professional firm, this allows us to provide our clients with an additional layer of peace of mind that they are working with a business they can trust.

And our Family

As a family run independent financial planning business you choosing to work with us is supporting our family to support yours. It's our job to make sure we continue to run a successful profitable business to make sure you're here for us when you need us…both now and for years to come.

We appreciate that as your financial planner you're placing an incredible amount of trust in us and we take that responsibility seriously. That's why part of our job is to make sure we continue to run a growing profitable business designed to make sure we're here for as long as you need us.

Case Study 1

Stuart is approaching retirement and considering his options. He has several pensions he'd like to consider consolidating. The total value of these pensions are £890,000 and he also has an emergency fund of £40,000 he wants to keep in deposit based savings.

Here's how the cost of working with Cervello compares with an average Independent Adviser and a typical restricted adviser.

Click Here to use our handy 'fee calculation' calculator

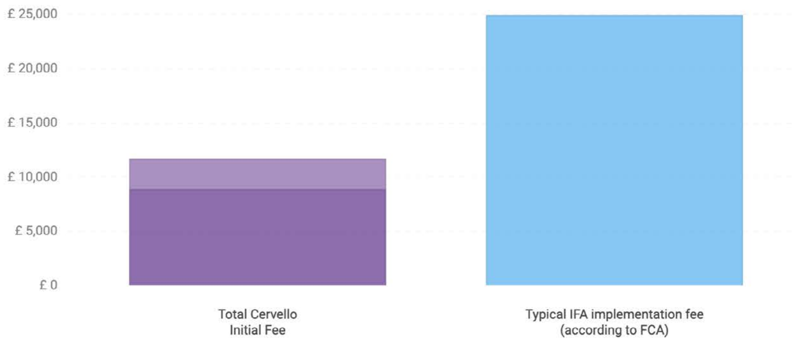
INITIAL COSTS

OUR FINANCIAL PLANNING FEE
£ 2,800

OUR IMPLEMENTATION FEE
£ 8,900

TOTAL CERVELLO INITIAL FEE
£ 11,700

TYPICAL IFA IMPLEMENTATION FEE (ACCORDING TO FCA)
£ 24,920



ONGOING COSTS

ONGOING ADVICE COST WHEN WORKING WITH CERVELLO
£ 8,900

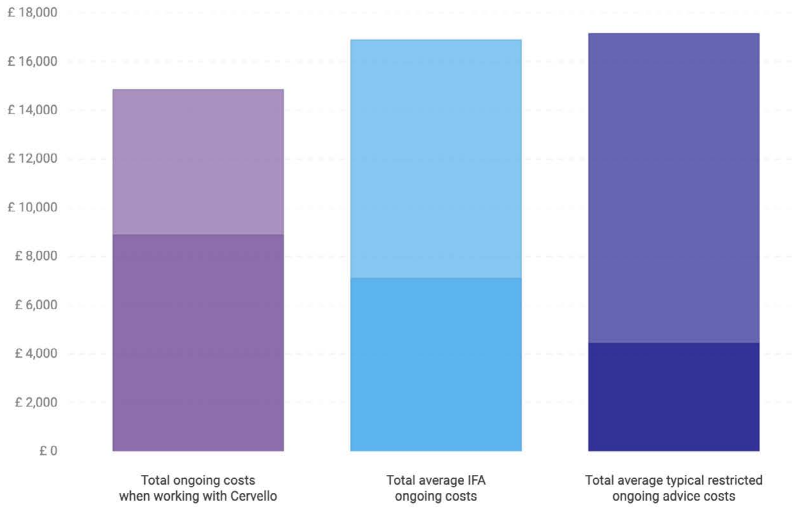
TOTAL ONGOING COSTS WHEN WORKING WITH CERVELLO
£ 14,863

AVERAGE IFA ADVICE COSTS (ACCORDING TO FCA)
£ 7,120

TOTAL AVERAGE IFA ONGOING COSTS (ACCORDING TO FCA)
£ 16,020

AVERAGE TYPICAL RESTRICTED ADVICE COST
£ 12,727

TOTAL AVERAGE TYPICAL RESTRICTED ADVISOR ONGOING COSTS
£ 17,177



In this case study, Cervello represents good value compared to what's typically available in the market (according to FCA research)

Case Study 2

Steve, aged 24, and is pretty early on in his wealth accumulation journey. He's accumulated £22,000 in wealth and is saving £500 per month.

Here's how the cost of working with Cervello compares with an average Independent Adviser and a typical restricted adviser.

Click Here to use our handy 'fee calculation' calculator

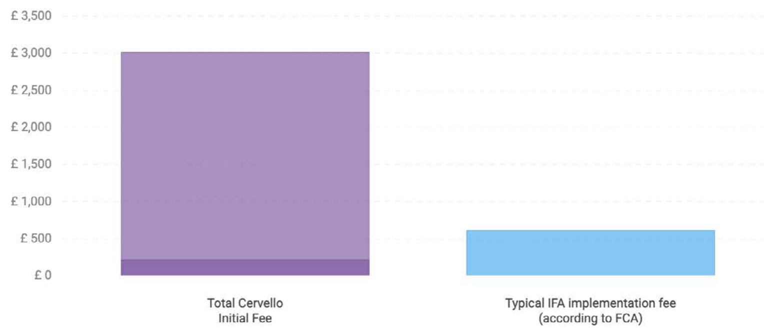
INITIAL COSTS

OUR FINANCIAL PLANNING FEE
£ 2,800

OUR IMPLEMENTATION FEE
£ 220

TOTAL CERVELLO INITIAL FEE
£ 3,020

TYPICAL IFA IMPLEMENTATION FEE (ACCORDING TO FCA)
£ 616



ONGOING COSTS

ONGOING ADVICE COST WHEN WORKING WITH CERVELLO
£ 3,000

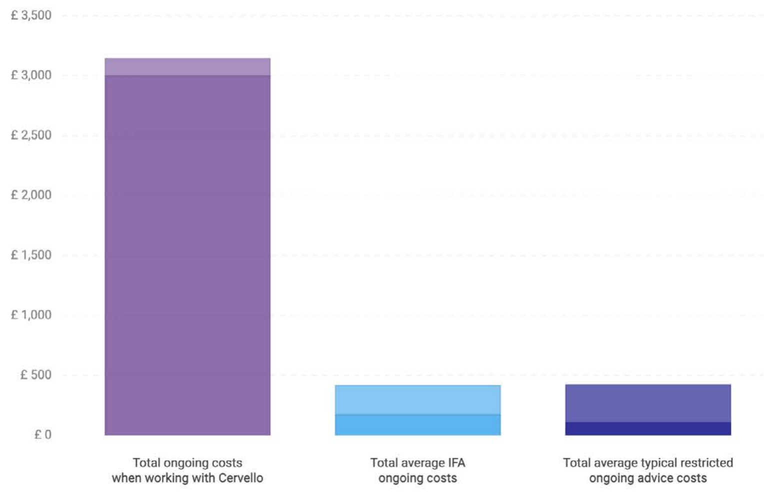
TOTAL ONGOING COSTS WHEN WORKING WITH CERVELLO
£ 3,147

AVERAGE IFA ADVICE COSTS (ACCORDING TO FCA)
£ 176

TOTAL AVERAGE IFA ONGOING COSTS (ACCORDING TO FCA)
£ 396

AVERAGE TYPICAL RESTRICTED ADVICE COST
£ 314

TOTAL AVERAGE TYPICAL RESTRICTED ADVISOR ONGOING COSTS
£ 424



This means that for this particular client Cervello doesn't represent particularly good value

Case Study 3

Suzy has recently received an inheritance of £260,000 from her mum. She wants to discuss both ensuring that the funds are invested to mitigate her potential Inheritance tax liability and make sure her money is receiving a healthy opportunity to mitigate inflation.

Here's how the cost of working with Cervello compares with an average Independent Adviser and a typical restricted adviser.

In this example Cervello represents good value compared to what's typically available in the market (according to FCA research)

Click Here to use our handy 'fee calculation' calculator

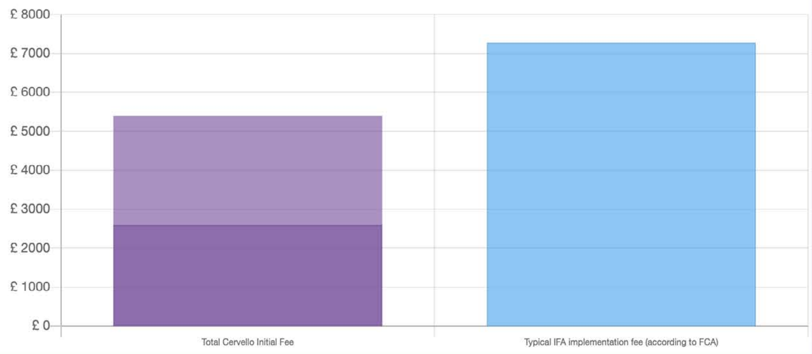
INITIAL COSTS

OUR FINANCIAL PLANNING FEE
£ 2,800

OUR IMPLEMENTATION FEE
£ 2,600

TOTAL CERVELLO INITIAL FEE
£ 5,400

TYPICAL IFA IMPLEMENTATION FEE (ACCORDING TO FCA)
£ 7,280



ONGOING COSTS

ONGOING ADVICE COST WHEN WORKING WITH CERVELLO
£ 2,800

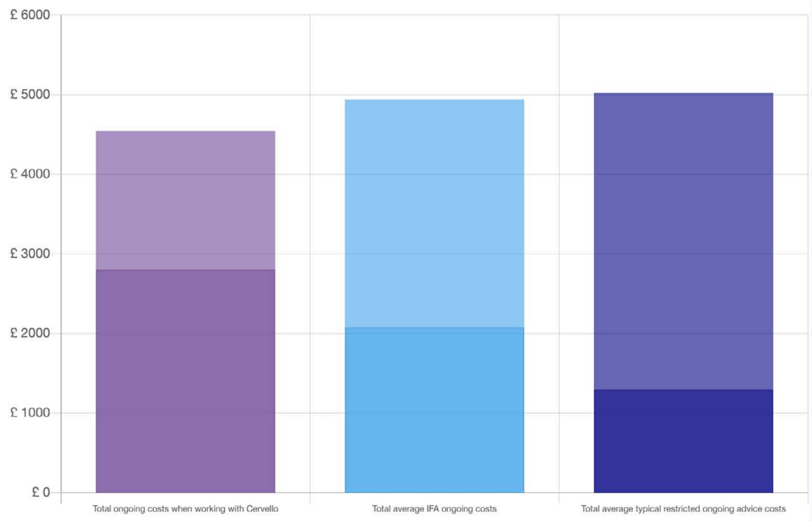
TOTAL ONGOING COSTS WHEN WORKING WITH CERVELLO
£ 4,542

AVERAGE IFA ADVICE COSTS (ACCORDING TO FCA)
£ 2,080

TOTAL AVERAGE IFA ONGOING COSTS (ACCORDING TO FCA)
£ 4,680

AVERAGE TYPICAL RESTRICTED ADVICE COST
£ 3,718

TOTAL AVERAGE TYPICAL RESTRICTED ADVISOR ONGOING COSTS
£ 5,018



In this case study, Cervello represents good value compared to what's typically available in the market (according to FCA research)

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