

FINURA

WHO WE ARE



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Finura is a multi-disciplinary, chartered, award-winning financial planning practice for private Clients, families, business owners and trustees.

We were founded in 2014 with our vision and purpose centred on providing our people and our Clients an exceptional experience working with Finura and to positively impact people's lives. We believe that financial planning should be seen as a profession not an industry. For that to happen we must re-articulate our value add to Clients and show them how our advice will make an improvement to their lives and why our fees should be paid. Not only that, we must combine the best technology with a human touch to deliver an experience neither approach can match in isolation.

Finura is one of a select group of financial advice firms to have achieved Corporate Chartered status from the Chartered Institute of Insurers. We also hold the Gold Standard for Independent Advice.

In addition, Finura has been granted the Pension Transfer Gold Standard by the Personal Finance Society. The Gold Standard is a voluntary code of good practice for Safeguarded and Defined Benefit Pension transfer advice. By adopting and promoting this standard, Clients can be confident they are dealing with a firm that is going beyond the minimum requirements when giving financial advice and a personal recommendation regarding whether a pension should be transferred.

Finura's achievements have also been recognised across the profession with a host of awards.

2023 - PROFESSIONAL ADVISER
AWARDS
Best Financial Advisers to Work For
WINNER

2023 - NEW MODEL ADVISER
AWARDS
Top 100 Firm
WINNER

2023 - PROFESSIONAL ADVISER
AWARDS
Adviser Firm of the Year
FINALIST





HOW WE ADD VALUE

We believe that competitively priced asset management should be a pre-requisite for a quality financial planning firm, not a point of competitive difference. You can read about our approach to managing your wealth in Our Approach to Wealth Management brochure. Here we highlight how we deliver value add above product selection and fund picking.

Encouragingly, there are several studies that support our view that Clients should focus not just on asset management but on goal setting, the role of emotion and behavioural bias in decision making, forward looking tax planning, empowerment through information and cost-effective implementation.

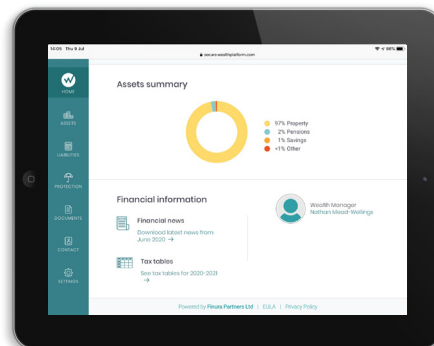
One study by index-investing fund house Vanguard found that developing, delivering and sticking to a robust financial plan can add up to 3% of return per annum, while the International Longevity Centre found those who had an ongoing relationship with an adviser had pension wealth 50% greater than those who took one-off advice.

As you would expect, our approach is simple – we spend whatever time is necessary listening to learn about you, your family, your business and any professional and personal lifestyle aspirations. We want to know what is important to you, what you want to achieve and when you want to achieve it by.

Sources: ¹Vanguard Adviser's Alpha: Putting a value on your value November 2014. Portfolio Metrix The Insider's Guide to the Value of Advice June 2020.

MARKET-LEADING TECHNOLOGY

The Fusion Wealth platform offers Clients whole of market fund access and the ability to hold any regulated asset. In addition, Clients can hold multiple tax wrappers in one account such as pensions, ISAs and investment accounts, which improves ease of management and saves administration time.



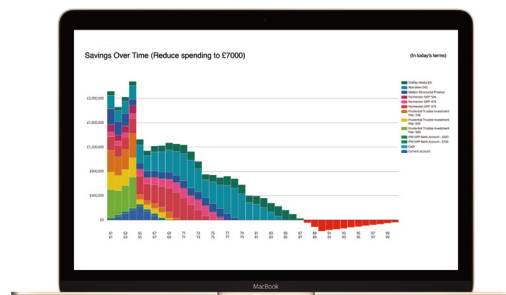
All Clients gain access to the high security Wealth Platform, which offers secure 24/7 access to your portfolio, overall wealth and secure document storage via mobile and desktop, meaning you can keep track of all your assets online, at any time.

LIFESTYLE MODELLING

Cashflow or Lifestyle modelling is about defining, committing and translating your individual aspirations into a visual financial plan. We believe our role is to help you navigate the 'transitions' in your life and to create a roadmap that we are both accountable towards delivering.

With the help of industry-leading software, we can simulate 'what if' scenarios such as early retirement, buying a holiday home or the affordability of private education. We can answer questions such as 'How much income can I take?', 'What would happen in a market downturn?' or 'How are my assets best combined for maximum tax efficiency?'.

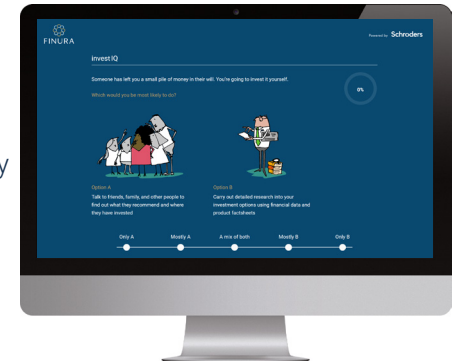
In mapping your lifestyle aspirations, we can ensure that the complexity of decision making is reduced, and your goals become personal and identifiable.



BEHAVIOURAL FINANCE

Classical economics assume that decision-making is entirely logical whereas, in reality, emotions and bias, amongst other factors, play a huge part. Behavioural finance applies psychology to economics and finance to understand how people really make financial decisions and answer how and why different behaviours may be impacting you and your financial decisions.

Powered by Schroders, Finura's investIQ is an online platform combining behavioural finance and investment education. The platform allows you to analyse your own investment personality, gain insight into your potential biases and see how you compare to others. We believe that by encouraging Clients to gain a better understanding of themselves, better financial planning and investment decisions will result.

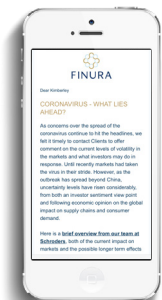


REGULAR COMMUNICATION

Ongoing Client communication is at the heart of our service. As well as offering ongoing face to face advice, we use various digital solutions including the Wealth Platform, video conferencing, social media and email to strengthen ongoing relationships.

We regularly publish thought leadership pieces and deliver regular market commentaries, portfolio reports and run education and social events and seminars.

Our aim is to keep Clients abreast of the things that matter, wherever in the world you may be and however you wish to engage with your financial plan on an ongoing basis.



FAMILY WEALTH PRESERVATION

Inheritance tax is not just for the extremely wealthy. Rising property prices have meant more estates than ever are likely to face an inheritance tax bill. In fact, the amount of inheritance tax collected is expected to reach £6.9 billion by 2023-24, an increase of £1.5 billion in just five years¹.

In addition, many families are increasingly asking how to plan for later life care, with one in ten people now spending over £100,000 on care fees during their lifetimes². With the elderly population expected to increase by more than 40 per cent over the next 50 years, planning for the cost of care is fast becoming an essential part of financial planning.

Whether your goal is legacy creation, gifting, estate preservation, later life planning or something else entirely, there are always strategies which can preserve your family wealth while delivering the right blend of control, access, security and simplicity.

The Financial Conduct Authority does not regulate will writing, tax and trust advice.

¹ HM Treasury Budget, October 2018.

² <https://www.unbiased.co.uk/news/retirement/what-you-need-to-know-about-planning-care-fees>

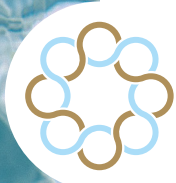




RETIREMENT PLANNING

Retirement is one of the biggest life changes you will face so it is vital that you prepare for it properly. Whilst Clients still have the option to buy an annuity which provides a secure income for life, an increasing number of Clients are attracted by the flexibility offered by the Pension Freedoms and Flexible Drawdown introduced in 2015.

These freedoms mean that retirees have more choice than ever on how and when to take their benefits, in what form and whether to stay invested in the market. With flexibility comes complexity and Clients will need to consider taxation, income versus capital and a host of other variables.



Chief amongst those variables is running out of money, which research suggests is one of the biggest concerns for those choosing flexible drawdown. There is an 11% chance a 65-year-old male living in 2018 will celebrate their 100th birthday, and that rises to 15% for a female of the same age. For a couple of the same age, the probability that at least one of them will live to age 100 is 24%¹. Most people under-assume longevity, which can be problematic for long-term income sustainability. Creating a strategy that can adapt to your needs, the changing world around us and absorb unexpected shocks is vital.

Investment risk is also magnified for those taking income from their investments, as there may be less time or capital with which to recover from financial loss. This makes selecting the correct investment strategy even more crucial.

Through using cashflow models and statistical forecasting, we can help ensure you have a robust retirement plan that places as much emphasis on how much you can spend to enjoy your lifestyle as it does security.

¹ Office of National Statistics (ONS) 2019 figures.

INVESTMENT PLANNING

Deciding that you would like to invest is often the easy part; knowing how to quantify risk and choose from hundreds of investment strategies is harder.

Finura believes that managing investment portfolios is a specialist discipline that requires multiple skills, extensive resources and qualified staff. Furthermore, planning, implementing and monitoring an investment strategy is time-consuming and risky and requires substantial administrative effort.

In partnership with Schroder Investment Solutions (SIS), Finura runs a comprehensive range of Funds and Model Portfolio solutions. This partnership frees our time to focus on creating the optimum financial planning and investment strategy for our Clients. With a track record of over a decade, SIS's solutions have been proven to deliver strong investment returns while being cost-effective versus our peers.

We offer Clients both active and passive investments as well as socially-responsible options. We also have a range of 'blended' funds that reflect our belief in incorporating 'best ideas for all' rather than pinning all to a management style.

We also have our own in-house research capability and access to industry-leading research software including FE Analytics, the UK's leading investment ratings and research agency, allowing us to research and recommend the majority of regulated funds and investments reflecting our belief that every Client is unique. You can read more about our approach to investing in Our Approach to Wealth Management brochure.





GENERAL TAX PLANNING

You cannot avoid paying tax, but you can help reduce the amount of tax you pay by making full use of allowances and reliefs available to you. It is something all Clients can control and an area where we can make an instant quantifiable difference, today and on an ongoing basis.

There are many allowances at a Client's disposal, including your personal allowance, savings nil rate band, dividend allowance and capital gains tax allowance. By using our Chartered knowledge of the UK tax system, we can help Clients structure their wealth to ensure we generate income and capital in the most tax-efficient manner possible.

As an example, in retirement, should we meet our aim of ensuring that Clients use all possible reliefs and allowances on an annual basis, two persons would have the opportunity to draw £58,600 per annum before paying any tax*. This is before Clients consider the additional tax reliefs that may be available to them by restructuring their current plan or investment portfolio.

The Financial Conduct Authority does not regulate tax and trust advice.

*Based on using allowances for a couple with one non-income earning spouse in the 2020/2021 tax year.

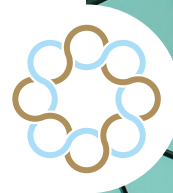
INSURANCE & PROTECTION

We insure a lot of things in our private lives. We have contents and travel insurance, phone and car insurance, and many cover their mortgages, but we often forget about the most valuable asset – ourselves and our future earning power.

Figures released by Swiss Re in 2019¹ revealed that the difference between the level of cover currently held by consumers in the UK and the amount they would need to be fully covered – known as the protection gap – currently sits at more than £2 trillion*.

Whether you are looking to protect debt, lifestyle, or both, Finura can audit your current personal and work insurance and provide solutions to ensure that you and your family are comprehensively protected. By accessing the whole of the market, we always make sure to set up any insurance with a quality insurer in the most tax-efficient and cost-effective way available.

¹ <https://www.swissre.com/media/news-releases/nr-20190907-sigma-5-2019.html>





GET IN TOUCH

We are delighted to take questions and enquiries and any initial conversations or meetings are on us. Reach out and start a conversation today.

Finura
5th Floor
20 Old Bailey
London EC4M 7AN

E: hello@finura.co.uk
T: +44 (0) 20 8057 8004

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FINURA

5th Floor, 20 Old Bailey, London EC4M 7AN

T: +44 (0)20 8057 8004 E: hello@finura.co.uk W: finura.co.uk