

How to find a financial planner you can trust

Question	Ideal answer
Is the company authorised and regulated by the Financial Conduct Authority?	Yes (if the answer's no, walk away).
Is the company independent?	Yes.
Is the company a Chartered Financial Planning firm?	Yes.
How do you decide what to charge for different elements of your initial and ongoing advice?	Some companies charge a percentage of your investments. Others charge a fixed fee based on complexity. Compare all quotes in pounds to make it clear.
If I need to change my financial products later down the line, how much will you charge?	Nothing. It ideally is included in an ongoing service fee.
What is your typical client profile?	Someone similar (in circumstances/wealth/age) to you.
Do you specialise in any area?	This depends on what you need.
What is your general approach to investment and what is a typical portfolio cost?	Low-cost, evidence-based investment strategies. Costs of under 0.45% a year.
Will you provide lifetime wealth forecasting?	Yes.
Will you provide tax planning advice?	Yes.
Who do you have in your support team?	A team of at least three people who you can talk to if needed.
What are your plans for the business in the next three years?	Constant improvement in processes, development of their team and services.
Have you won any awards or nominations which set you apart?	Yes. Most awards and nominations are difficult to obtain and will differentiate excellent companies from the crowd.