



## Professional Introducers Service

**Sense Financial Solutions** was founded in 2004 and offers independent financial advice to both private clients and companies in the East Midlands and South Yorkshire regions including the major conurbations of Cambridge, Derby, Leicester, Lincoln, Northampton, Nottingham and Sheffield.

We pride ourselves on our client service levels and, as part of our client development, work closely with introducers across the area. We are committed to delivering the very best personal and professional service, both to our clients and our introducers, ensuring that our mutual clients receive impartial advice and the right information to help them make their own decisions whilst our introducers maintain valuable input in the client relationship and advice service.

## Making sense of us

Sense Financial Solutions is an Appointed Representative of Mint Financial Services Limited, a provider of compliance and support services to independent financial advisers across the country. Through Mint we gain our regulatory authorisation with the Financial Services Authority to provide a wide range of advice services to our clients from wealth management, trustee investment advice and pension transfers to specialist mortgages, equity release and home reversion plans.

We are delighted with our risk management record and the fact that our clients recognise the high levels of service all of our advisers provide. Since the company was established we haven't received a single complaint from clients. To ensure that all our introducers can feel confident about our regulatory status and compliance record we prepare an annual due diligence report which we forward to all introducers highlighting the key facts about our business.

## Making sense for you

Since the introduction of regulation by the Financial Services Authority, many professional firms have opted to outsource regulated financial services and instead remain authorised by their professional body to provide only incidental investment services, which are complementary to the professional services being offered to their clients. Remaining within these incidental and complementary guidelines can be difficult, especially since the introduction of the Insurance Mediation Directive regulating general insurance services and referrals for after the event insurances, and that's why, at Sense Financial Solutions, we have taken the time to understand the rules surrounding professional firms and introductions. This means that when you enter into a referral agreement with us, you know that we'll be working with you every step of the way to help you make sense of the regulatory regime and keep you compliant whilst providing the best possible service to your clients.

At Sense Financial Solutions we have developed a wide range of support material to keep our relationship successful and compliant from day one:

- An annual report which provides all the information you require to demonstrate that you have completed due diligence on our practice and that we are suitably qualified, experienced and regulated to provide your clients with the specialist financial advice they require.
- A structured introducer agreement which clearly details our referral relationship and how we will work with you and your clients.
- Checklists which help you to identify those clients who will benefit from the specialist advice services which our practice can provide.
- Referral forms to enable you to compliantly introduce your client to us and help us to provide a seamless advice service to your client.
- Assistance and pro formas to gain your clients' consent for you to compliantly and ethically retain a share of the income which we generate from the advice that we give to your clients.
- Guidance and updates to ensure that you are fully briefed on key financial services regulatory issues, including the Designated Professional Body (DPB) regulatory regime, income sharing and data sharing.

To recognise the time your practice takes in making a referral to our practice and the ongoing input your practice has in aiding our advice process we are happy to share part of our initial income, whether generated by way of fees or commissions, with you. However, we realise that there are many concerns which your practice may have in receiving this income share and that's why we've developed robust systems to help you in gaining your clients' consent to retain the income we are happy to pass to you and that you retain this in a way which complies with the regulations of your professional body, HMRC, the Pensions Office and the Financial Services Authority.

## Making sense for your clients

Finding the right financial adviser isn't just a matter of luck. It's about understanding the new financial marketplace and finding an adviser who can provide the specialist advice a client needs. At Sense Financial Solutions our directors and consultants have an average of 18 years' experience in the financial services arena and this experience, supported by ongoing study towards higher level qualifications, means that all of our directors and consultants can provide detailed advice in a way in which your clients can understand.

At Sense we have developed a range of specialist services to meet the needs of individual clients, such as the **Pension Audit Service**. From our experience we have found that many new clients who have invested hard earned money into pension plans are frustrated by not knowing whether their plans will generate the funds they need for retirement. They are often concerned by year to year performance and yet don't really understand in what they are invested. They rarely review their pension investments and don't give enough attention to performance. We have found that underperformance is usually down to three main causes:

- Funds in most pension plans are not actively managed by a financial adviser and the focus on maximising return has been lost.
- Most plans are not managed towards a defined final objective in line with the client's risk profile and suitable asset allocation.
- Many people are not getting value for money, paying higher charges without getting enough in return.

As well as providing traditional financial advice on pensions and investments we are able, through our specialist service **Sense Legal Solutions**, to help our clients organize their personal affairs and plan for the future by ensuring that they have up to date wills and lasting powers of attorney in place. In doing this they can ensure that both their family wealth and personal welfare are protected.

Many of our clients require advice on mortgages, whether they are moving house, remortgaging or releasing equity, and as well as having qualified mortgage advisers within Sense Financial Solutions, we are able, through **Sense Mortgage Solutions**, to offer a specialist mortgage service.

## Making sense of the way forward

At Sense Financial Solutions we aim to develop long term referral relationships based on meeting the needs of our mutual clients.

Before we ask you to commit your practice to us or to sign anything we will take the time to get to know you and review your needs.

We will then be able to create a personalised introducer agreement detailing how our business to business relationship will work. We will also provide you with assistance and pro formas to help you create compliant referral systems within your practice and help you to identify those clients who are most in need of our specialist advice services.

Once everything is ready we will launch the new service to you and your clients, providing training for your fee earners and newsletters and seminar material for your clients.



We try wherever possible to provide our introducers with a key contact point within Sense Financial Solutions. However, there may be times when your client will benefit from the specialist advice services of one of our other directors or advisers and so, to ensure that you are always up to date with who is doing what, we will provide you with regular management information reports detailing all the clients we have seen and the advice we have given.

Each year we will update you on our regulatory status and provide you with a new due diligence report for your records and discuss with you new opportunities regarding how we can work together, including whether we feel that a joint venture may be more appropriate and suitable for both our practices.

## Contact us

For more information about our introducer services, or a copy of our due diligence report, contact one of our directors or consultants below or visit our website [www. itmakessense.net](http://www.itmakessense.net)

Cambridgeshire	Steve Buttercase	01480 496332	<a href="mailto:steve@itmakessense.net">steve@itmakessense.net</a>
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*“You know it makes sense”*