



Sterling McCall
Wealth Management LLP

about our services and costs

1 The Cornerstone
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1 The Financial Services Authority (FSA)

The FSA is the independent watchdog that regulates financial services. This document is designed by the FSA to be given to consumers considering buying certain financial products. You need to read this important document. It explains the service you are being offered and how you will pay for it.

2 Whose products do we offer?

Investment

- We offer products from the whole market
- We only offer products from a limited number of companies.
- We only offer products from a single group of companies

Insurance

- We offer products from a range of insurers
- We only offer products from a limited number of insurers
- We only offer products from a single insurer

Mortgages

- We offer mortgages from the whole market
- We only offer mortgages from a limited number of lenders.
- We only offer mortgages from a single lender.

3 Which service will we provide you with?

Investment

- We will advise and make a recommendation for you after we have assessed your needs.
- You will not receive advice or a recommendation from us. We may ask some questions to narrow down the selection of products that we will provide details on. You will then need to make your own choice about how to proceed.
- We will provide basic advice on a limited range of stakeholder products and in order to do this we will ask some questions about your income, savings and other circumstances but we will not:
- conduct a full assessment of your needs;
 - offer advice on whether a non-stakeholder product may be more suitable

We offer a full financial planning service or alternatively can provide specific advice on:

- savings and investment,
- protecting yourself and/or loved ones in the event of death, serious illness or disability,
- retirement planning.

Insurance

- We will advise and make a recommendation for you after we have assessed your needs.
- You will not receive advice or a recommendation from us. We may ask some questions to narrow down the selection of products that we will provide details on. You will then need to make your own choice about how to proceed.

Mortgages

- We will advise and make a recommendation for you on mortgages after we have assessed your needs.
- You will not receive advice or a recommendation from us. We may ask some questions to narrow down the selection of mortgages that we will provide details on. You will then need to make your own choice about how to proceed.

4 What will you have to pay us for our services?

Investment

You will pay for our services on the basis of fee, commission and/or a combination of fee and commission. We will discuss your payment options with you and answer any questions you have. We will not charge you until we have agreed with you how we are to be paid.

Paying by fee

Whether you buy a product or not, you will pay us a fee for our advice and services, which will become payable on issue of our written recommendations. If we also receive commission from the product provider when you buy a product, we will pass on the full value of that commission to you in one or more ways. For example, we could reduce our fee; or reduce your product charges; or increase your investment amount; or refund the commission to you.

(a) Hourly Rate

We will confirm the rate we charge before beginning work. We will tell you if you have to pay VAT.

Our typical charges are:

Principal/Director/Partner	£200	Per hour
Senior Adviser	£200	Per hour
Pension Transfer Specialist	£200	Per Hour
Financial adviser	£150	Per hour
Product research and illustrations	£100	Per hour
Administration	£100	Per hour

You may ask us for an estimate of how much in total we might charge. You may also ask us not to exceed a given amount without checking with you first.

(b) Lump sum

We will confirm what we will charge you before beginning work. We will tell you if you have to pay VAT.

Our typical charges are:

Investments up to	£250000	3% initial and 1% annual fund based renewal charge.
Investments of and above	£250000	2% initial and 1% annual fund based renewal charge.

For example an investment of £100000 would yield an initial payment of £3000 and £1000 each year (dependent on fund value).

An investment of £250000 would yield an initial payment of £5000 and £2500 each year (dependent on fund value).

Any variations to the charges in the table above will be discussed and agreed before beginning work.

(c) Reviews

We will confirm what we will charge you before beginning work. We will tell you if you have to pay VAT.

Our typical charges are:

Initial review fee based:	£ 3000
Annual review:	Fund based renewal covers or the hourly rate applies

You may ask us for an estimate of how much in total we might charge. You may also ask us not to exceed a given amount without checking with you first.

Any variations to the charges in the table above will be discussed and agreed before beginning work.

Paying by commission (through product charges)

If you buy a financial product, we will normally receive commission on the sale from the product provider. Although you pay nothing to us up front, that does not mean our service is free. You still pay us indirectly through product charges. Product charges pay for the product provider's own costs and any commission. These charges reduce the amount left for investment. If you buy direct, the product charges could be the same as when buying through an adviser, or they could be higher or lower.

The amount of commission we receive will vary depending on the amount you invest and (sometimes) how long you invest or your age.

For example:

- If you invest £10,200 in an Individual Savings Account (ISA) we would receive commission of 3% of the amount invested £306 and 1% of the value of the fund roughly £102 every year.
- If you pay £100 a month into a personal pension (with a term of 25 years) then we would receive commission of £900 initially plus £12 after year 1 fund based commission (dependent on the fund value).
- If you pay £100 towards a whole life policy then we would receive £1920 initially plus £30 each year from month 49.

We will tell you how much the commission will be before you complete an investment, but you may ask for this information earlier.

Fund based trail commission includes payment for your ongoing service as follows;

	Value of fund based trail commission
'A' clients	£1001 and above
'B' clients	£501 to £1000
'C' clients	£150 to £500
'D' clients	NIL

'A' clients – Twice a year provided with a report detailing the business held with valuations and fact sheets and offering a review.

'B' clients – Once a year provided with a report detailing the business held with valuations and fact sheets and offering a review.

'C' clients – Once a year provided with a summary report with valuations and offering a review.

'D' clients – Advised the business conducted was transactional but highlighting that consent to contact was (if appropriate) supplied.

Paying by a combination of fee and commission (through product charges)

We will charge you a combination of fees and commission. The actual amounts will depend on the service provided to you, but will be in line with the arrangements set out in the sections headed “**Paying by fee**” and “**Paying by commission (through product charges)**”

Insurance

- A fee
- A fee for advising and arranging a non-investment insurance contract. Any commission will be used to offset this fee. Any surplus will be refunded to you.
E.g. A fee of £800 has been agreed. Following the recommendation and purchase of a product a commission payment of £1200 is generated. The £400 surplus will be refunded to you.
- No fee.

You will receive a quotation which will tell you about any other fees relating to any particular insurance policy.

Mortgages

- No fee. We will be paid by commission from the lender.
- An upfront fee of up to £495 for mortgage advice, and a fee of up to 1% payable on completion. We will also be paid commission from the lender. E.g. A fee of 1% on a £130000 mortgage would mean a commission payment of £1300.
- An upfront fee of up to £495 for mortgage advice, and a fee of up to 1.5% payable on completion of the mortgage. Any commission or fee that we receive from the lender will be refunded to you. E.g. A fee of 1.5% on a £130000 mortgage would mean a payment of £1950. Should the lender pay commission of 0.4 % then this £520 would be refunded to you.

You will receive a *key facts illustration* when considering a particular mortgage, which will tell you about any fees relating to it.

Refund of fees

If we charge you a fee, and your mortgage does not go ahead, you will receive:

- A full refund if the lender rejects your application.
- No refund if you decide not to proceed.

5 Who regulates us?

Sterling McCall Wealth Management LLP is an appointed representative of County Life & Pensions Limited.

County Life & Pensions Limited of 1 The Cornerstone, Market Place, Kegworth, DE74 2EE is authorised and regulated by the Financial Services Authority, 25 The North Colonnade, Canary Wharf, London, E14 5HS. Our FSA Register number is 449607.

Our permitted business is advising on and arranging pensions, savings and investment products, mortgages and non investment insurance contracts.

You can check this on the FSA's Register by visiting the FSA's website www.fsa.gov.uk/register or by contacting the FSA on 0845 606 1234.

6 What to do if you have a complaint

If you wish to register a complaint, please contact us:

In writing: Write to

The Compliance Officer
County Life & Pensions Limited
1 The Cornerstone
Market Place
Kegworth
DE74 2EE

By phone: Telephone 0844 8718 409

If you cannot settle your complaint with us, you may be entitled to refer it to the Financial Ombudsman Service.

7 Are we covered by the Financial Services Compensation Scheme (FSCS)?

We are covered by the FSCS. You may be entitled to compensation from the scheme if we cannot meet our obligations. This depends on the type of business and the circumstances of the claim.

Investment

Most types of investment business are covered for up to a maximum limit of £50,000.

Insurance

Insurance advising and arranging is covered for 90% of the claim, without any upper limit.

Or

For compulsory classes of insurance, insurance advising and arranging is covered for 100% of the claim, without any upper limit.

Mortgages

Mortgage advising and arranging is covered for up to a maximum limit of £50,000.

Further information about compensation scheme arrangements is available from the FSCS.