



Questions To Ask Prospective Advisers



Charlton House
LONDON | HONG KONG

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1/ What do you do?

We specialise in providing financial planning and wealth management services to internationally mobile individuals and families, helping our clients to plan and achieve their most important goals in life.

2/ What qualifications do you hold personally?

- ↘ University. David Snelling: BSc Science
- ↘ Professional Qualifications. David Snelling: Advanced Diploma in Financial Planning Modules 1, 4 & 5 (Level 6 qualification). The minimum UK Qualification required to practice is the Diploma in Financial Planning (Level 4 qualification). Hong Kong qualifications are as a Securities and Futures Commission Responsible Officer which holding SFC Papers 1, 2, 6

[See website](#) for further details

3/ What qualifications does your team hold?

- ↘ University. Master of Business Administration (M.B.A.), Distinction (Tat Wong) and BA Business & Management (Brendan Keylock)
- ↘ Professional Qualifications. HK SFC Responsible Officer Papers 1, 2, 6 (Tat Wong). Diploma in Financial Planning (Brendan Keylock)

4/ What's your investment approach or philosophy?

- ↘ What are the investment fund costs (on average) in your portfolios? **0.52%**
- ↘ What are the platform costs? **0.2% typically**

Our mantra is "No portfolio without a plan": we are goals-based investors. The dominant determinant of real-life investment returns is the behaviour of the investor. Second to this is asset allocation. Investment selection and market timing play a minor role and cannot be achieved through skill consistently or at all. We believe in three key principles when it comes to successful investing 1. Faith in the future 2. Patience 3. Discipline

5/ Will you act in a fiduciary capacity when providing me with advice?

We are independent, and therefore not owned by any third parties such as banks, insurance companies or asset management firms. We have no conflicts of interest in the products and services we may recommend. We work only for our clients and our only source of remuneration is the fees paid directly by our clients. Removing conflicts of interest enables us to act in our fiduciary capacity.

6/ How much access will I get to you when I need you?

We conduct an Annual Progress Meeting with all clients in our Ongoing Advisory Service. This is scheduled a year in advance and covers a major review of all our clients' goals, objectives, the recommended strategy and financial products to ensure our clients remain on track for achieving their goals. We also typically conduct a mid-year check-in as well as providing regular communications throughout the year.

7/ Are you independent or restricted?

We are independent. This means we have no obligation to recommend the products and service of one firm over another. In addition, we are the whole of market. This means when we make financial recommendations, we will consider the suitability of all available options across the entire market.

8/ Do you have other clients similar to me?

Yes, from what we have discussed so far, we do.

9/ Are you directly authorised by the FCA or an appointed representative of another organisation?

We are regulated in Hong Kong by the Securities and Futures Commission of Hong Kong (SFC) and the Insurance Authority (IA). In the UK we are regulated by the Financial Conduct Authority (FCA)

10/ How do you charge?

We charge through fees. We never take commissions from investment products or asset management firms for the services we provide. We do this as we believe this presents an inherent conflict of interest. We charge fairly for the work that we do and that is driven by the time and complexity involved.

To find out more, you can read our website page below:

[How We Charge](#)

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11/ How big is your team?

We are a small, cohesive team of three: David Snelling, Tat Wong and Brendan Keylock. Teamwork is the 5th of our company's 5 core values. When you work with us, you don't get an individual, you get a dedicated team.

12/ Would I have a dedicated person to contact when needed?

The initial point of contact for clients in our Ongoing Advisory Service is Tat Wong, however, your primary Financial Planner would be David Snelling.

13/ What are your plans for the business over the next xx years?

Our company recently received funding from two private investors who are big supporters of our business, one of whom was already a client, the other who has since become a client. That funding will be used to conservatively increase the total number of clients in our Ongoing Advisory Service to around 150 clients. This will involve hiring between 4-6 additional employees who will likely be spread between our UK and Hong Kong operations. At present there are no plans to scale beyond that point as we wish to keep this a small and highly personal offering for clients that we choose to work with. As the owner of the business, David Snelling would like to continue to be involved in the business for the next 30 years (into his early 70's!) and already has a succession plan in place for younger team members to take over, which will provide continuity for clients for the next 50 years at least.

14/ Who owns the company?

David Snelling is a majority shareholder of the business with 67.5% of the ordinary shares. Other smaller shareholders including Tat Wong (Operations Director) and two private investors – Andrew Russell and Anthony Kirk-Duncan who are also Non-Executive Directors.

15/ How many clients do you work with at present?

We currently have 39 family relationships in our Ongoing Advisory Service at present. We have the capacity to take on a further 21 family relationships into this service over the next couple of years. In addition, the average client age we work with is 55 and ranging from 33 to 83.

16/ What is the best thing that you have ever done/achieved for one of your clients?

David Snelling: “What I gain most joy and professional satisfaction from is helping our clients by giving them clarity (with what they want to achieve financially in life), confidence (with making financial decisions) and contentment (the peace of mind that comes with knowing everything is going to be okay). I remember one particular client told me that he was planning to work until age 65, the reason he told me being “that’s when I will maximise my work’s pension benefits”. Through our financial planning process, I helped him understand how much money for him is “enough”. We figured out that he did not need to work in highly stressful job any longer, especially until age 65 – he already had way more than “enough”. He has since retired and now lives his dream life with his family, in a property with space (unlike his old Hong Kong apartment) in Australia and is 56 years old. Life isn’t a rehearsal and he has bought himself 10 years more fun.

17/ Can you put me in touch with a couple of your clients to have a chat with?

Yes.

18/ How long will it take to receive advice?

The actual time involved varies depending upon complexity. Without any delays we can advise on a financial plan and get that implemented in around 6 weeks. However, with time needed for decision making and personal schedules involved, the process can often, and more realistically, take around 3-4 months.

19/ Will I have mobile access to all the files and financial info?

Yes, the investment platforms we select have online access and some even provide mobile applications. In addition, we have a client portal where we (both you and us) can share and store documents securely.

