depledge
STRATEGIC WEALTH MANAGEMENT

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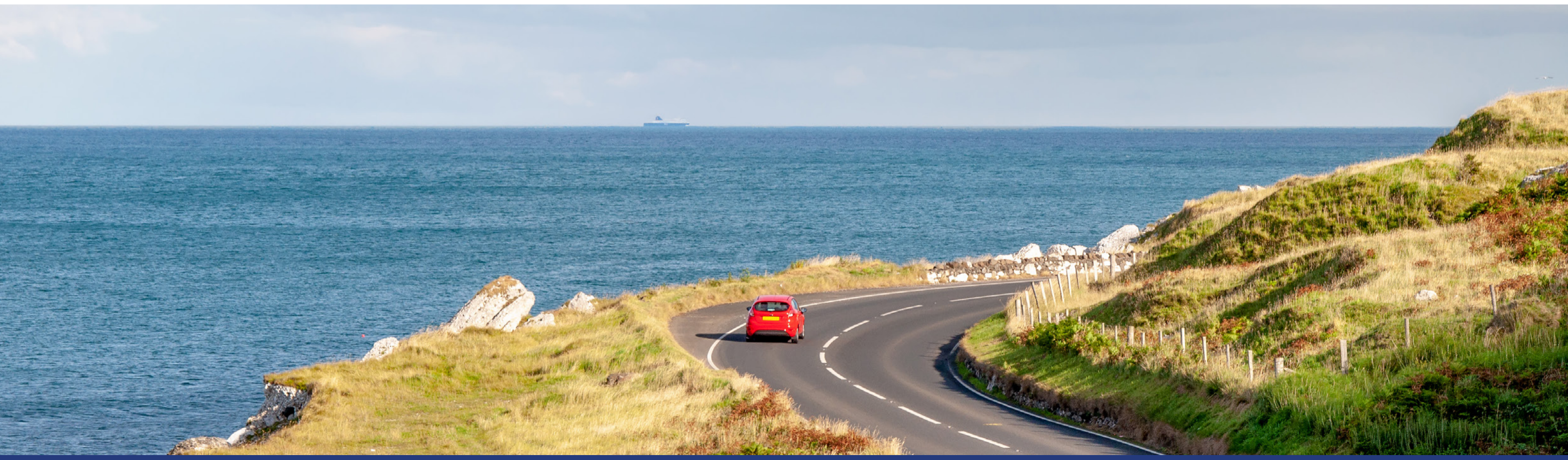
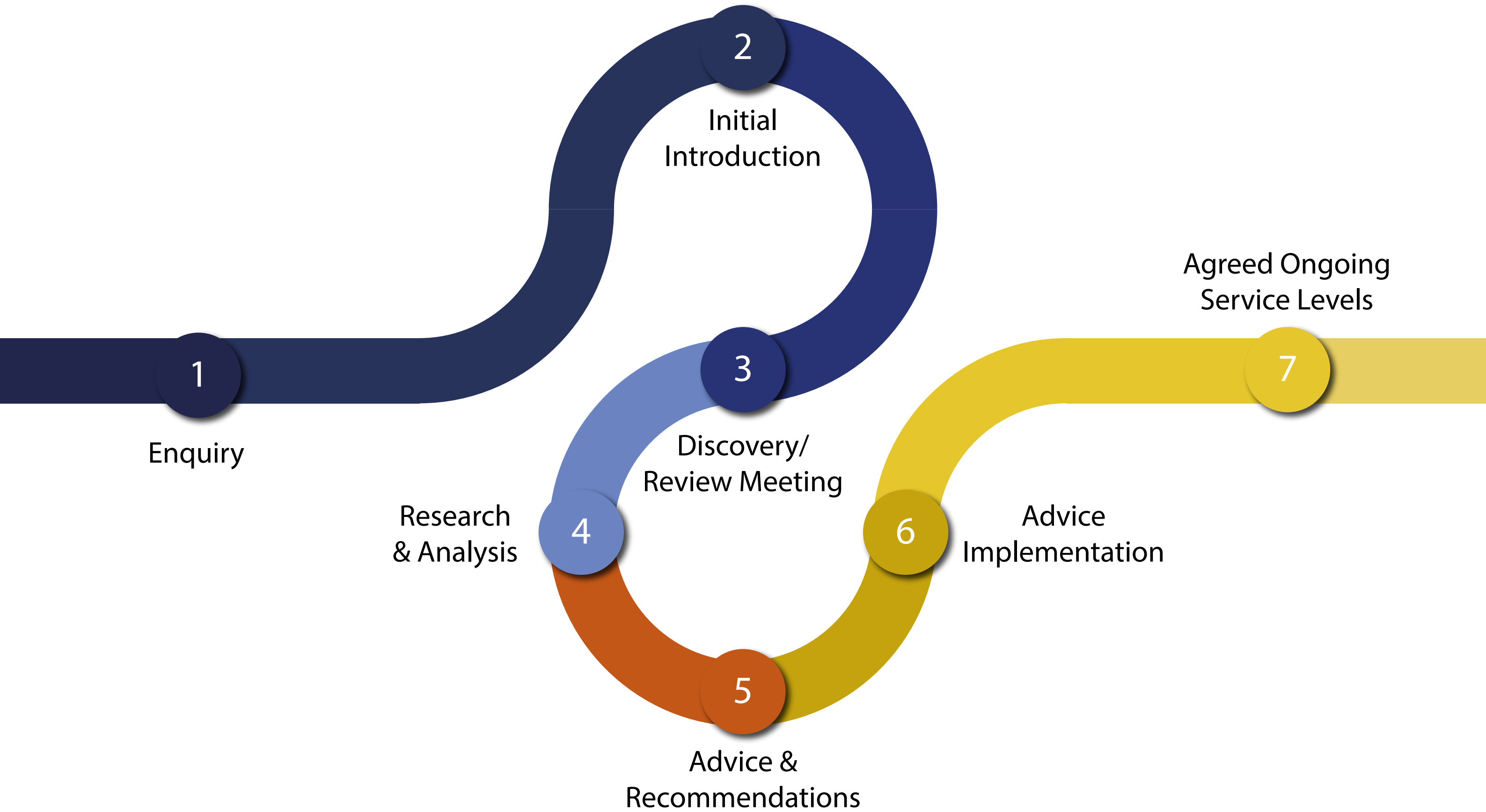


DEPLEDGE STRATEGIC WEALTH MANAGEMENT:

Client Journey



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DEPLEDGE STRATEGIC WEALTH MANAGEMENT:

Client Journey

1. Enquiry

- Many of our enquiries come through our online marketing and therefore we receive an email from unbiased, Vouched For or a direct through our website or phone.
- Additionally, we receive enquiries from our existing clients and professional contacts.
- The important aspect here is that whoever receives the enquiry within the office needs to pass that enquiry one of our advisers straight away.
- It is the responsibility of the adviser to respond to the enquiry straight away and ensure that it is followed up with a phone call and email if the client cannot be contacted by phone.
- The enquiry is to be entered onto the 'New leads spreadsheet' that is used to monitor new enquiries and the adviser whom it has been allocated to.
- The administration team will enter the initial details on Intelligent Office.

2. Initial Introduction

- Adviser is to establish how we can help you
- Arrange a free mutually convenient appointment with no obligation
- Explain our history, our key values and our services

3. Discovery/Review Meeting

- Provide you with our company brochure and explain how we work
- Understand your current circumstances and your goals
- Discuss any potential costs and provide you with written confirmation of this
- Agree actions and priorities and date of advice and recommendations meeting

4. Research & analysis

- Review discovery meeting
- Collate existing provisions
- Establish availability of state benefits
- Undertake market research, analysis and cost comparisons
- Review tax implications
- Design appropriate solutions in order of priority
- Prepare advice and recommendations
- Keep the client informed of the timescales

5. Advice & Recommendations

- Adviser arranges follow up meeting
- Fully review discovery meeting, agreed priorities and actions
- Presentation of recommendations including specific investment products
- Agree an affordable solution in priority order
- Confirm initial remuneration
- Discuss what happens next
- Introduction to your family and friends

6. Advice Implementation

- Welcome call / message from client service team
- Implementation of advice solution by Administration Support
- Administration Support liaise with Adviser to ensure full understanding of the case
- Liaise with product provider(s) and Adviser regarding prospective purchase of retail investment products
- Ongoing contact with Administration Support and adviser
- Inspection and issue of plan documentation

7. Agreed Ongoing Service Levels

- Adviser to agree next review meeting date
- Request feedback via our client surveys – Vouched For / Google Review
- Ensure our client app is fully working once everything implemented
- Continue to provide ongoing service – rebalance portfolio / meeting review / proactive with changing legislation / build the relationship into the longer term.