



Client Proposition

Advice you can trust



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Who we are

CMD Financial Solutions Ltd was originally established in 2001 to provide advice to individual and corporate clients across the UK from our offices in Carlisle

We pride ourselves on providing the highest level of customer service and building long term customer relationships. This approach allows us to fully understand our clients' needs, goals and aspirations.

Our team of professional advisers have a wealth of experience across all aspects of the financial services industry and hold the appropriate qualifications required to provide retail investment advice. We believe that by working together we have the greatest chance of achieving your financial goals.

This brochure deals specifically with investment and retirement planning.

What we do

Put simply, we'll advise, guide and support you in defining and achieving your financial objectives.

We'll work with you to understand what it is you want to achieve, both in the short term and, perhaps more importantly, the longer-term. We'll also explore what drives these objectives - whether that's a particular goal for investment, or retirement, or a less-specific plan that needs more definition.

Once we've understood what you want and why, we can work together to create an effective route to achieving this, in a way that best suits your personal circumstances.

We like to think we're more than just top-notch financial planners; we're relationship builders too. We're proud of the trusted relationships we've built over the years, and many of our clients now see us as an indispensable partner when it comes to planning their financial future.

About Openwork

Openwork is a well-established financial services distribution company supporting hundreds of firms, like ours, around the UK.

Being part of Openwork gives our business the support we need to do what we do best – giving you high quality professional financial advice.

Openwork provides us with the following:

- Access to the pension, investment, mortgage and protection products from some of the UK's biggest brands
- Payment administration and reconciliation services
- IT
- Regulatory support

**Stage 1
Your goals**

We establish your life goals, personal circumstances, aspirations and concerns.

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*Page 6
Understanding
and Analysis*

**Stage 2
Your information**

We collect all relevant personal and financial data and establish your perceived risks.

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*Page 6
Understanding
and Analysis*

**The process
we follow**

**Stage 3
Analysis**

We assess your current position and how you have arrived there, with the intention of making a recommendation on the type of products that will best suit your needs.

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*Page 6
Understanding
and Analysis*

**Stage 4
Design your strategy**

Having completed the preparatory work, we will prepare a personal report and recommendations, then set out different strategies which can be used to get you where you want to be.

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*Page 7
Advice and
Implementation*

**Stage 6
Regular reviews**

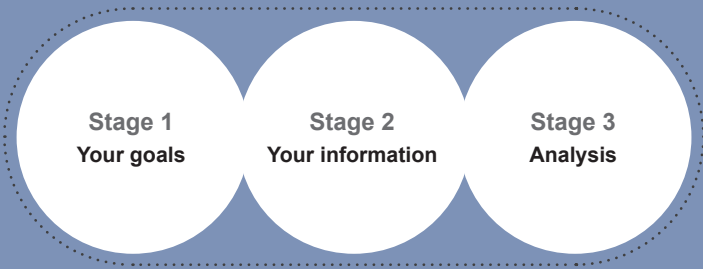
If you choose, we will meet on an ongoing basis to assess your strategy and implement the next steps in your plan.

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*Page 7
Ongoing Service*

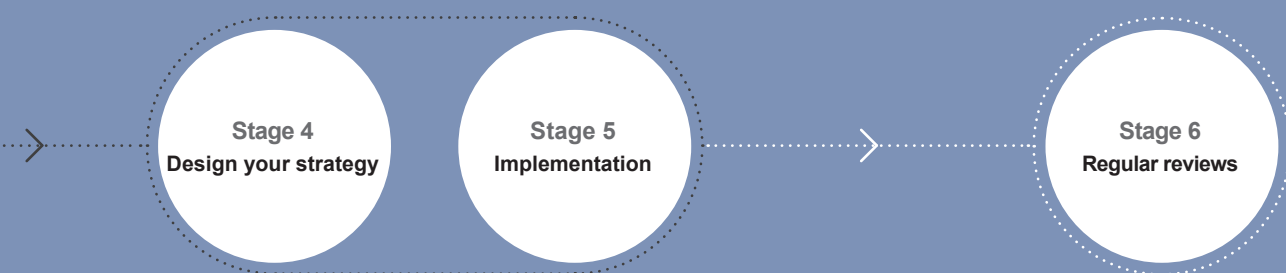
**Stage 5
Implementation**

We agree the plan to implement the strategy to help you achieve your objectives over a given period of time.

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*Page 7
Advice and Implementation*



Consultation	Understanding and Analysis
<ul style="list-style-type: none">• Introduction• Agree how we work together• Agree remuneration method	<ul style="list-style-type: none">• Identify goals and objectives• Information gathering• Assess objectives• Review existing plans• Research
Fees	Fees <i>exempt from VAT</i>
At our expense	A fee of £1250 offset against implementation
<p>We will introduce ourselves and provide information about our business, how we would like to work with you, the intermediary services we can provide and the costs of those services.</p> <p>A key part of the financial advice process is deciding what services you would like and to agree how you would like to pay for them.</p> <p>At this stage of the process, we will agree with you your priorities and the appropriate fees prior to commencing any work.</p> <p>We cannot charge you a fee for work completed without your prior agreement.</p> <p>Please ensure you are clear about the services you want and how you will pay for them before we proceed with any work that may incur a charge. We will not exceed a specified budget limit without first consulting with you and receiving your written commitment to proceed further.</p>	<p>Once we have decided to work together, we gather personal and financial information from you and we will talk to you about your financial goals, so we can work out our recommendations and advice including which products would be most suitable for your needs. We also gather detailed information about your current financial plans, policies and any commitments.</p> <p>Where we are considering your investment needs we will assess your attitude to investment risk, this will help us to understand how much investment risk you are willing to take with your money.</p> <p>We cannot guarantee that we can meet all your objectives and financial goals but we can work with you to help you work towards them.</p> <p><i>Please be aware that if you do not move to stages 4 and 5 (Advice and Implementation) our fee for Understanding and Analysis still applies.</i></p> <p><i>NB. If you decide to appoint us as your Adviser(s) and the work required to assess your circumstances and provide you with advice is outside of our standard charging structure, we reserve the right to apply a chargeable fee of £300 per hour for advice and £150 per hour for administration.</i></p> <p><i>If this applies, we will advise you in writing before undertaking such work and give you an estimate of the total cost involved.</i></p>



Advice and Implementation

- Devise investment strategy
- Select investment provider *if applicable*
- Complete documentation
- Process applications

Fees (exempt from VAT)

Lump Sum

5% of the sum invested

Regular Premium

An amount equal to 50% of the first 12 months contribution.

Once we have gathered all the necessary information, we will provide you with tailored financial recommendations on the areas you wanted to review.

We will then agree the recommendations you want us to implement, in order to meet your needs and objectives. This may also include any broader or more complex planning such as trust work. Where relevant, our services and charges for referring clients to discretionary fund managers will be disclosed to you separately.

We will help you complete the relevant application(s) and any additional information required. It is vitally important you check all the information you have provided is correct before you sign any documents. We will then monitor your application(s) through to product issue and make sure you receive the related product documentation. Where you choose to make regular contributions, our fee may be spread over a longer period dependent on our agreement.

i An example of our Advice and Implementation charges

If you invested £100,000 and the agreed charge was 5% this means £5,000 excluding VAT would be immediately deducted from your investment or paid to us direct.

An example of our Regular Premium charge

For example, if you invested £100 a month and the agreed charge was 50% of the first 12 months contribution, the total charge would be £600. If you choose to pay this in instalments, £50 would be deducted from each of the first 12 months contributions.

Ongoing Service *optional*

For example, we will:

- Review your financial plans
- Provide you with regular valuations
- Invite you to regular meetings

Fees¹

A percentage of funds under management, dependent on ongoing service.

Please see overleaf for details

We aim to build long-lasting trusted business relationships with all of our clients. An essential part of this is to continually review your arrangements to ensure that they continue to match your goals and objectives at any given period throughout your financial planning lifetime.

We can provide you with ongoing support and servicing options to suit your specific needs in areas which you have identified as being important to you.

If you elect to receive an Ongoing Service, we will charge you a percentage of your investments based upon the level of service you have chosen. This will be deducted from your investments, of which 0.12 per cent goes to Openwork on an ongoing basis. This charge pays for ongoing technology and administrative support for investment products provided to my firm by Openwork to help maintain the quality and delivery of our Ongoing Service to you. In addition, my firm also pays a percentage of the total fees to Openwork for the advice support services that they provide.

For example, if you invest £50,000 at a maximum agreed ongoing service charge of 1.25%, you will pay £625, per annum excluding VAT. The ongoing service charge may increase as the fund grows.

Ongoing Service is optional. If you choose to take it you can cancel at any time.

¹Exempt from VAT if incorporated within the same fee agreement as Advice and Implementation. Otherwise subject to VAT.

Ongoing service options plus associated fees are as follows

<p>Premier Service</p> <p>Ideal if you...</p> <ul style="list-style-type: none"> • Are looking for your adviser to provide regular feedback on your investments and ensure that the strategy matches the degree of risk and volatility you are prepared to tolerate. • Are looking for a holistic approach to financial planning and wish to engage with a professional adviser on an ongoing basis to establish and achieve your goals and objectives. • Require an ongoing review process to map progress and respond to changing circumstances • Are looking for your adviser to proactively introduce new ideas and opportunities <p>Service Portfolio</p> <ul style="list-style-type: none"> • We will invite you to an annual review where we will discuss: <ul style="list-style-type: none"> - your objectives and goals; - your attitude to risk; - any changes in circumstance; - market updates and performance of your investments; and - any impacts on your financial planning. Any changes to your investment(s) required as a result of the review are also included. • A Financial Planning report or summary, as appropriate, including portfolio updates and valuations on an annual basis • Specialist financial analysis and reporting • Portfolio review and rebalancing in line with your attitude to risk and investment objectives • Access to our investment platform, with the ability to view your portfolio and contractual documents online • Use of our investment platform via your adviser • Consultation with your other professional advisers at your request ie. solicitor / accountant • Access to your adviser to discuss further areas of your financial planning • Full access to Practice staff • Trustee & Executor briefing service • Client Newsletter on a quarterly basis • Economic and market updates • Complimentary financial review for one family member • Unlimited telephone support • Client record keeping and file maintenance, for example: <ul style="list-style-type: none"> – Policy surrenders or partial surrenders – Administration such as changes of address – Replacement and copy documents <p>What will it cost</p> <p>1.25% of the funds under management</p>	<p>Standard Service</p> <p>Ideal if you...</p> <ul style="list-style-type: none"> • Want to engage with a professional adviser to build and review your plan where necessary • Are looking for high quality specialist advice in a particular area of your financial planning • Wish to take control of your financial planning <p>Service Portfolio</p> <ul style="list-style-type: none"> • A Financial Planning report or summary, as appropriate, including portfolio updates and valuations on an annual basis • Access to our investment platform, with the ability to view your portfolio and contractual documents online • Use of our investment platform via your adviser • Access to your adviser to discuss further areas of your financial planning • Full access to Practice staff • Unlimited telephone support • Client record keeping and file maintenance, for example: <ul style="list-style-type: none"> – Policy surrenders or partial surrenders – Administration such as changes of address – Replacement and copy documents <p>What will it cost</p> <p>0.75% of the funds under management</p>	<p>Transactional Service</p> <p>Ideal if you...</p> <ul style="list-style-type: none"> • Wish to manage your own financial plan <p>This includes</p> <ul style="list-style-type: none"> • Record keeping in line with our regulatory responsibility • Access to our investment platform, with the ability to view your portfolio and contractual documents online <p>What will it cost</p> <ul style="list-style-type: none"> • All ad hoc work will be carried out on an hourly rate basis, with a minimum charge of 1 hour's work
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An example of our ongoing charges

If you invest £100,000 and the agreed ongoing service charge is 1%, you will pay £1000, per annum excluding VAT, payable on a monthly basis from the first month after you invest. The ongoing service charge may increase as the fund grows.

How will you pay us for our services?

Prior to commencing any aspect of our work we need to agree with you the services you would like us to deliver and how you will pay for them. The following outlines how we are paid. We won't charge a fee until we've agreed it with you. You may ask us for an estimate if you'd like to pay an hourly rate and we won't exceed the estimate without your authority.

If we charge a fee for Understanding and Analysis, whether you buy a product or not, you will pay us a fee for our advice and services, which will become payable on completion of our work. You will be sent an invoice on completion of the work for any fees due.

Lump Sum Investments

Paying by a percentage of the amount invested

If you decide to appoint us as your Adviser(s) the fees for Advice and Implementation may be deducted from your investment by the provider, or you may pay us direct.

If you elect to receive an ongoing service, we will charge you a percentage of your investments based upon the level of service you've chosen. This will be deducted from your investments.

Paying by fixed fee

Where we charge a fixed fee amount for initial or ongoing services, this may be deducted from your investment, or you may pay us direct.

Paying by hourly rate

If the work required to assess your circumstances and provide you with advice is outside our standard charging structure, we reserve the right to apply an hourly rate as stated earlier.

If this applies we will advise you in writing in advance of undertaking any such work and give you an estimate of the total cost involved. This may be deducted from your investment or you may pay us direct.

Regular Premium Investments

If you decide to appoint us as your Adviser(s) the fees for Advice and Implementation may be deducted from your contributions by the provider, or you may pay us direct. As with Lump Sum Investments if you elect for an ongoing service, the cost of this will be deducted from your investment on an ongoing basis.

Additional points to note

Omnis Investments

Some of the investment products we offer have access to funds provided by Omnis Investments Ltd, a company within the Openwork Group controlled by Openwork Holdings Limited.

As the Authorised Corporate Director of the funds, Omnis Investments Limited is paid an annual management charge from the funds. This is not an additional cost to you, but is paid out of the Ongoing Charges Figure disclosed in the Key Investor Information Document.

Annuities

Openwork offers restricted advice and in relation to conventional annuities, only offers products from Partnership Life Assurance Company Limited. Openwork has entered into marketing support agreements to provide services to Partnership and be reimbursed for these. Where a Partnership annuity is recommended to you, further information regarding this arrangement will be provided in the Partnership illustration before completing your application and confirmed in our Suitability Report which explains why the recommendation is suitable for you.

Other interests

Openwork Limited offers all product providers the opportunity to procure management information and research services. Where a provider elects to procure these services from Openwork Limited, the charge for management information and research is capped at £25,000 per provider per year. The actual cost may be less, depending on the frequency and specific services undertaken.

Pure Protection Products

For whole of life and term pure protection insurance (life and critical illness cover) we are paid by commission from the insurer. This means that if you purchase one of these products we will receive commission in addition to any fee indicated above and in addition to any adviser charges / fees you may have been or will be paying Openwork for investment-related services. The amount of commission will be disclosed separately should you purchase one of these protection products.

Whose products do we offer?

Insurance

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- ☐ We offer products from a range of insurers.
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- ☒ We can only offer products from a limited number of insurers for life assurance, critical illness cover, income protection, buildings and contents insurance, and accident, sickness and unemployment insurance. Ask us for a list of insurers we offer insurance from.
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- ☒ We can only offer products from MetLife UK for cash lump sum accident protection.
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Which service will we provide you with?

Investment

-
- ☐ **Independent advice:** We will advise and make a recommendation for you after we have assessed your needs. Our recommendations will be based on a comprehensive and fair analysis of the market.
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- ☒ **Restricted advice:** We will advise and make a recommendation for you after we have assessed your needs. We can only offer products from a limited number of companies. You may ask us for a list of companies whose products we offer.
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- ☐ **No advice:** You will not receive advice or a recommendation from us. We may ask some questions to narrow down the selection of products we provide details on. You will then need to make your own choice about how you proceed.
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Insurance

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- ☒ 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.
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What to do if you have a complaint

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

...in writing

Write to: Complaints Management Team,
Openwork Limited, Washington House, Lydiard
Fields, Swindon, SN5 8UB.

...by phone

Telephone 01793 567800

Information about our internal complaints handling procedures is available free of charge, on request from the Complaints Management Team.

If you cannot settle your complaint with us, you may be entitled to refer it to the Financial Ombudsman Service. Ask us for a leaflet or contact the Financial Ombudsman Service at:

The Financial Ombudsman Service
Exchange Tower
Harbour Exchange Square
London E14 9SR

Phone: 08000 234 567 or 0300 123 9123
Email: enquiries@financial-ombudsman.org.uk
Website: www.financial-ombudsman.org.uk

Material Interests

If any material interest or conflict of interest may or does arise between us or any of our other clients and you, we will inform you and obtain your consent before carrying out any instructions. There may be occasions when we will be unable to act for one of the parties.

Data Protection

Openwork Ltd and its Appointed Representatives are registered under the Data Protection Act 1998. It is understood that we keep personal and financial information with regard to your circumstances on file (electronic and/or paper based) as required to be able to advise you as to your financial planning needs.

We confirm that this information will not be used, or transferred by us to any other firm or company, other than is required in the processing of business. We confirm we cannot be held responsible for the information held on your file becoming inaccurate due to your change of circumstances if you fail to inform us of those changes.

How to get more information

If you would like further details on how we use your personal information or if you have any data protection queries, please write to:

The Data Protection Officer
Openwork Limited, Washington House, Lydiard
Fields, Swindon, SN5 8UB.

You may receive more information about data protection from the companies that we have introduced you to. We may record telephone calls so we can check we have acted on your instructions correctly and to ensure we are giving you appropriate service. We may also monitor calls for security and training purposes.

Client categorisation

In providing the Services to you, we will categorise you as a "retail client". This means that you will have the highest level of protections available under the regulatory system.

Financial Services Compensation Scheme

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 up to a maximum limit of £50,000.

Insurance

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

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

Best execution

Under the FCA rules we are obliged to comply with the obligation to act in accordance with the best interests of our clients when transmitting orders to other entities for execution. For most of the Financial Products we arrange there is only one execution venue and the price paid will be that stated by the product provider. We will review our order execution arrangements annually.

Further important provisions

- We may provide you with information about particular Financial Products for marketing purposes. For some Financial Products, you will have a right to withdraw or cancel the contract within a certain period. Details of such rights are usually set out in the product literature and/or we may notify you separately of your rights.
- The value of investments can fall as well as rise and you may not get back the full amount invested. Specific risks associated with particular products will be included in the product documentation.

Who regulates us?

We are an appointed representative of Openwork Limited, Washington House, Lydiard Fields, Swindon, SN5 8UB, which is authorised and regulated by the Financial Conduct Authority. Openwork Limited's Financial Services Register number is 408285.

Openwork Limited's permitted business is advising on and arranging mortgages, general and pure protection insurance and life insurance, pensions and investments.

You can check this on the Financial Services Register by visiting the FCA's website www.fca.org.uk/firms/systems-reporting/register or by contacting the FCA on 0800 111 6768.

Loans and ownership

Allied Zurich Holdings Limited ("AZH") holds 25% of the ordinary shares in Openwork Holdings Limited. AZH is ultimately owned by Zurich Insurance Group Limited ("ZIGL"). ZIGL is incorporated in Switzerland and also owns Zurich Assurance, Zurich Insurance and Sterling ISA Managers Limited.

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