

Bespoke Business Relief Consultancy Services

Estate planning is one of the fastest growing sectors in the financial services world. This provides several opportunities for advisers. Business Relief is a technically straightforward and flexible option.

However, for advisers it can cause problems and uncertainty, especially if it is a sector that they only tackle once in a while. They need to understand the products they are offering and the risks involved.

Hardman & Co's Bespoke Business Relief Consultancy Service is designed to save advisers both time and money, while helping them to deliver a superior service to their clients.

Estate planning with confidence

Estate planning is one of the fastest growing sectors in the financial services world. This is hardly surprising given individual wealth is increasing faster than IHT thresholds.

This provides several opportunities for advisers. The right approach can widen their client base through working with different members of the family, build relationships with the recipients of the wealth, and preserve assets to manage over the longer term. In turn this can add to the value of the adviser's business.

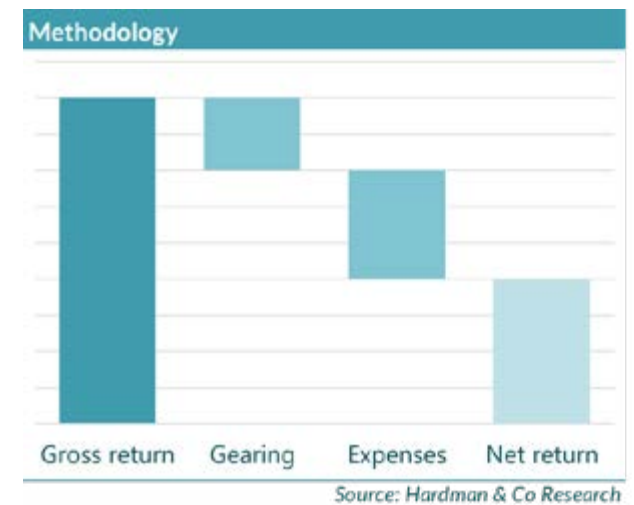
Business Relief is a technically straightforward and flexible option. However, for advisers it can cause problems and uncertainty, especially if it is a sector that they only tackle once in a while. They need to understand the products they are offering and the risks involved.

The Hardman & Co Bespoke Business Relief Consultancy Service can give advisers a shortcut on a case-specific basis, saving time and giving better client outcomes that the adviser can be confident in.

Understanding the risks

Investment risk

When Business Relief products are used, an understanding of the real investment risk is paramount. In many instances the products may appear as 'low risk', yielding perhaps 3%. The reality is that some providers may require a 10%+ gross return to deliver 3% net to the client. The balance is absorbed by gearing, fees and charges. Targeting an investment return of 10% entails considerably more risk than the stated target of 3% would suggest.



Investment diversification

Another risk to consider is whether the portfolio is diversified, in the same way as other investment portfolios. Advisers need to be aware of diversification both within and across strategies.

Governance

The sector has a variety of approaches to valuation, transparency and governance. In a time where compliance matters, advisers must make sure they are comfortable with all aspects of how companies are run.

The risk of getting it wrong

It takes time and specialist knowledge to thoroughly understand and research the market. It is time that most advisers don't have. Referring to an independent fund review alone may not be enough.

Unless you understand the nuances of this market, and how the different BR products are structured, you could run the risk of offering inappropriate or unsuitable advice.

In addition, things change over time. Advisers have to review IHT plans regularly to ensure they are still meeting the needs of their

clients, and that providers have not significantly changed what they do.

Hardman & Co – your Business Relief partner

This is where Hardman & Co comes in. With a team of equity analysts with specialisms across all the relevant sectors, we bring skills and knowledge that are unparalleled in the BR research industry.

We know and understand the products; we have in-depth knowledge of the strategies; and we continuously monitor the industry and update our knowledge.

We offer services to:

- Inform advisers on the products they want to recommend, including the risks involved, on a bespoke basis.

- Review existing BR portfolios in the light of changing products and investment conditions.

The process is simple

We have kept the process as simple as possible.

- **Step 1.** The adviser completes a simple questionnaire on the case.
- **Step 2.** Our analyst will then have a telephone call with the adviser to discuss the case in more detail.
- **Step 3.** We produce a report summarising the case, products to consider, information for the suitability report, and brief reports on each product to consider.

The results

This service has been launched at the request of a number of advisers. The benefits are very clear:

- Expertise is available precisely when you need it.
- It saves advisers many hours, possibly days, of effort. No longer do you have to undertake a review and analysis of the whole market, just for one case. We have already done that for you. And by saving you this time, it also helps advisers to be more cost efficient.
- Advisers have the reassurance that the advice they are giving to their clients is based on high quality independent research and analysis. The outcomes are better for both the client and advisers.

Interested?

To find out more, or to discuss a specific case, please contact:

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