



Appendix 4 – Fair Value Statement

Firm Name: Cartesian Wealth

March 2025

Introduction

This document provides a brief overview of our firm and introduces our services.

The purpose is to illustrate how we assess value and whether there is fair value between the total price of the service and the benefits and their quality that our clients receive.

Cartesian Wealth Ltd was founded by David Neale in November 2021, in Birmingham. David began his planning career in 1997, in Bath, with Chase de Vere Investments before being headhunted to drive the development of Birmingham-based business, Jobson James. Moving on from there to set up his own firm in 2009, David then merged his company, Adaptive Financial Strategies, into Beckford James in 2014 re-joining former colleagues from Chase de Vere. With his broad experience of firms in the financial services sector, David sought to address what he felt to be two key weaknesses in the delivery of financial planning advice; consumer engagement with their own plans, and delivery of financial advice to professional women. Additionally, as the UK risks sleepwalking towards a retirement underfunding problem, the other key area is to develop the provision of relevant advice at varying need stages to members of corporate money purchase pensions.

The underlying ethos was to deliver client focused planning solutions, and to enhance the engagement and understanding clients had with their own financial plans, empowering them to make better informed decisions with the benefit of extensive, independent research into all relevant areas.

Whilst our office is based in Birmingham, clients are UK-wide.

Our service propositions have been designed to meet the needs and objectives of our clients and to ensure fair value is received by engaging with our service, but only paying for relevant services at different stages of their planning lives.

CWL works with a broad range of clients, from those embarking on the planning journey, to those using their resources to provide for their living costs or looking to pass them efficiently and securely to the next generation.

Clients in our 'outset' segment may have greater needs around financial protection and regular savings, with fewer accrued resource. Those in our 'accumulation' segment are likely to have accumulated investible assets averaging £500,000 and where remuneration means the personal allowance is lost, either wholly or in part.

For those in our 'mature' client segment, clients may no longer have earned income and are likely to have accumulated assets in excess of £1m.

Overall, the provision advice is designed to benefit and add value to clients in the following areas,

1. Promoting planning organisation and well-considered decisions.
2. Focusing on planning towards targets as opposed to 'shooting in the dark.'
3. Providing education and professional financial coaching.
4. Ensuring clients take the appropriate risk so as not to 'deliberately' miss out on required investment return.
5. Client meetings.
6. Detailed tax efficient financial planning advice and meetings.
7. Review Spending and Withdrawal Strategies.
8. Market Briefings and Investment Updates.

Services may extend beyond these main categories.

The Added Value in our Service

Best Practice Member Firm Business

- Best Practice provide an institutional regulatory supervision and compliance framework service which provides us with a high level of regulatory assurance and leading-edge client management systems.
- This high quality and financially sound organisation ultimately provide us with a high level of assurance and comfort around the regulatory framework of the proposition and services we deliver to you, our clients.
- By leveraging the quality and services of an organisation like Benchmark, a Schroders plc group company, we have comfort that we will remain at the leading edge of our profession, ensuring we maintain a “Best Practice” approach to serving our clients. Many of the benefits we derive, we see as having direct value add relevance for our clients, including:
 - The provision of an independent complaints handling process for all of our clients.
 - enhanced professional indemnity insurance.
 - integrated client technology systems, including the Wealth Platform.
 - independent compliance supervision of our advisers and the suitability of our client advice.

Initial Advice (Inviting Clients Onboard)

Initial Advice

On embarking on the exploratory stage of the journey, the main contact and planning phases fall under the following categories,

- Discovery Meeting – this is brief, but necessary, clarifying the services that may be required and what associated costs may be. This allows potential clients to decide whether this service is appropriate for them.
- Full get you know you meeting – a longer meeting once engagement has been agreed to establish all key elements of the existing financial scenario.
- Establish your objectives, priorities, needs and wants – this guides the calculations in terms of what you will need to provide through planning.
- Establish your attitude to risk and capacity for loss – to understand the level of risk you are willing to take and to understand what investment risk really involves.
- Analysis of existing planning – to identify existing strengths, weaknesses, opportunities being missed and threats to the existing plan.
- Research of potential solutions – following development of a clear understanding of your objectives we build relevant solutions which may involve several solutions in combination.

- Construct a holistic financial plan – identifying all areas of planning ‘need’ and delivering solutions that work cohesively and holistically to address all of these.
- Meet to discuss the financial plan and recommendations – to give a clear understanding of what is being recommended and how it adds value and increases the likelihood of achieving targets.
- Agree implementation – establishing efficient processes for putting financial products in place.

Advisory Services - Annual Review Service

- For us and our clients, this is an integral part of the financial planning journey and our annual ongoing advisory service. It gives us an opportunity to sit down with you and your family, to reflect on the past year and to look forward and consider what might be on the horizon for you in the coming years. To give you reassurance and peace of mind about how your investments are tracking against your goals and to review our plans in the context of any changing circumstances in your life, new goals, or changes in your objectives.
- We consider the outlook for markets and the economic landscape and changing tax regulations which might impact on your current plans. We make sure everything we are doing remains suitable and is aimed at helping you and your family to achieve your goals.
- An opportunity to think about the coming years, plans for your family, begin to consider key life stages and events and how we might need to adapt our plans for them.
- Ensures your current position is still appropriate for you.
- Within the annual review, we consider areas such as annual allowances (ISA subscriptions, pension contribution levels) and ensure these are maximised, where possible, to optimise efficiency within plans.

Advisory Services – Annual Review Service with Cash Flow Planning / Financial Modelling

- Financial modelling helps us to show you visually how your plan has been set up to meet your objectives.
- The cash flow forecasting provides a visual illustration of how a client’s investments and wealth may move over time in relation to the financial plans that we formulate to meet their goals. This gives clients considerable comfort knowing that there is some mathematical rigour to our advice and how it will help them to meet their goals. This is subject to sensible assumptions which are established specific to individual clients rather than a ‘blanket’ approach to all.

- Cash flow planning allows us to scenario test your plans against historical market events and simulate how our clients' goals could be impacted by these types of events. It allows us to show how risk events might impact portfolios. It's a really great way to help you understand more about investment risks and how it translates to the plans you have in place. It helps you to feel more informed and comfortable about your plans.

Advisory Services – Family Protection Planning

- It may be an uncomfortable subject but we all need to plan for the unforeseen in life and how this would impact ourselves and our family. We can help you to consider different scenarios which could occur and identify if there are any shortfalls in your protection planning. We can explain what options you have to address these shortfalls and how they would ensure you and your family are able to maintain your lifestyle and still meet your longer-term financial goals, in the event of ill health or death.
- Access to professional tools and paraplanning resources/staff to conduct analysis and research to find the best/most suitable product. Use of trusts to provide ease of access, control etc.

Advisory Services – Holistic Financial Planning

- It is not just about monetary goals; this is about life and family and a consultative approach. This enables us to help clients to think about things they may not have considered and how plans can work together to create a cohesive timeline of advice.

Advisory Services – IHT and Estate Planning

- We work with your other professionals who have a deep knowledge and understanding of HMRC tax rules in relation to clients and their estate's assets. We can help to understand the value of future liabilities and design and implement strategies to reduce this burden, often saving clients thousands of pounds in potential tax charges. This provides real value and peace of mind that your loved ones will be looked after when they are gone.

Advisory Services – Retirement Planning

- A key life phase. This is an area of planning which deserves significant time in reviewing for our clients each year. Often in the background, checking on progress of plans and investments you have made to fund your life in retirement. Adapting to market swings and modelling various impact scenarios. Retirement planning is one of the most valuable services we provide our clients.
- More than 21% of our clients are currently in retirement, following our advice and drawing on their assets to live a stress-free life in retirement. Our retirement planning takes the worry away from our clients.

Advisory Services – Long Term Care

- Long Term Care can be a complex, emotional and difficult topic. Whether thinking about yourself or exploring options on behalf of a loved one, we will simplify and explain all the options available and how best to plan for them.
- Include if appropriate - Our specialist advisers have been through rigorous training with the Society of Later Life Advisers, SOLLA, and maintain active membership of the organisation which helps people and their families find trustworthy advisers who understand financial needs in Later Life.

Advisory Services – Tax Efficiency

- Making sure we consider tax reliefs and allowances, enables clients to maximise their after-tax wealth. If you don't take advantage of annual tax reliefs, then you could quite literally be paying more tax than you need to. We can evidence the amount you have potentially saved through our planning.

Advisory Services – Market and Product Research and Analysis

- To recommend the most suitable solutions for our clients, we use professional tools to conduct research and analysis of provider and product solutions. This ensures we can make recommendations to best meet your needs and goals.
- You might want to reference the costs of professional tools required to conduct research and analysis of client solutions.

Advisory Services – Corporate Services

- An area of advice specialism is in corporate pension design, implementation, and employee engagement, reviewing legacy pension schemes which may offer poor value, limited investment choice and reduce their relevance in client 'planning.' Through our approach, we increase member engagement and interaction with their pensions helping to reduce the risk of under-providing for their retirement goals.
- Other areas covered include Group Death in Service and other protection schemes, such as Relevant Life Cover, Group Income Protection and Group Critical Illness.
- Financial wellbeing services for employee members alongside propositions are, in our opinion, critical to reducing employee financial 'stress.' This is a key area to enhancing employee satisfaction which we see as an added value both to the individual member and the employer. Research gathered from one of our key corporate advise proposition partners, Aegon, highlights the importance of employee financial wellbeing and associated the associated reduction in absenteeism and that a happy workforce tends to be more productive.

Advisory Services – Advice for Entrepreneurial Families

- Business advice – key man insurance / shareholder protection planning – highlight the value which can be added through these products.
- Relevant life for Directors and the value which can be added i.e. tax efficiency / business deductible expense / savings can be illustrated in £'s and pence and can be significant.
- Referrals to professional services firms and how this adds value to clients - Leveraging years of experience cultivating trust-based relationships with professional services firms, particularly solicitors. Highlight the time and energy required to develop these connections and how this adds value to client.

Non-advisory Services – Other services

Consider other non-advisory services you offer and how these add value to your clients, such as:

Life Goals Planning

- To help clients consider their short / medium / long term goals in life and provide financial solutions to help them in their plans to achieve these goals.

Financial Coaching

- Financial Coaching can add value at various times throughout the financial planning journey and help you to make considered financial decisions.
- Amounts to invest to meet your goals
- How and when to release capital or take income
- Reassurance in volatile market conditions
- Understand how markets work and the journey you can expect
- Understanding legislation and tax changes
- Financial coaching – professional sense check – behavioural guidance - we help to take the emotion out of financial decision making and helping clients avoid falling into common mistakes.

Education Planning

- Many clients want to support their children through university and we can help you put in place a financial plan to meet these costs in full or in part. This will provide you with the knowledge and peace of mind that this very important goal is in hand and will be reviewed year on year to make sure you are on track.

Market Briefings and Investment Updates

- What level of updates do you provide to clients and what value does this provide them?

Client seminars / events

- If you run client seminar or events, what do these cover and what is the value added to the client?

Maintaining professional competency – Annual CPD

- As a Financial Planner, each year we evidence the learning activities we have completed to maintain competence in our role and improve our knowledge. This allows us to continue providing suitable and up to date advice to our clients, year on year.

Your Firm's Investment Proposition (and Philosophy)

Philosophy and Investment Research Methodology

- Our investment proposition is researched to provide the most suitable investment solutions to cater for your needs. As a core proposition, we choose to combine the expertise of outsourced discretionary investment management via professional money managers with inhouse direction according to client risk profiling.

Our skill is in developing a range of portfolios aimed at meeting your goals. We have the time and professional skillset to monitor your investments and the investment managers. To make sure we stay on track to meet your goals. We tend to your investments while you give all the other things in life your full attention.

- We adopt a blend of active and passive investment management strategies in our client solutions because this combines low cost, market access through index funds with the potential for outperformance through actively managed funds.
- We use ARC and IA benchmarks as a measure of market performance. These can be reviewed in the quarterly portfolio reports.
- Our investment proposition is methodically researched to provide the most suitable ongoing investment solutions to cater for your needs.
- This ultimately gives our clients great comfort that their investments are being proactively managed by investment professionals and their financial plans are being looked after by highly qualified financial planning professionals. This is the value that a relationship with our firm provides. It's what our clients pay for.

Discretionary Fund Management / Multi Asset Portfolios etc.

- We recommend discretionary investment management solutions for clients. We believe this adds value because it ensures clients are always invested in the current model without risking their missing updates and thus not responding, as is frequently the case with advisory portfolios. Discretionary management allows for quick action if needed, where advisory does not.
- Our approach means that our time is focused on you. We let the professional investment managers monitor the markets on a day-to-day basis. We feel this combination delivers you the best value.

Centralised Investment Proposition

- Our chosen investment committee partner is Copia Capital Management. They work with CWL to build and monitor bespoke investment portfolios specifically aligned to the risk profiling clients undertake on a regular basis.
- We believe this approach allows our financial planners the greatest opportunity to spend their time and energy focused on you and your family's goals and objectives, where we add the greatest value.
- This also means that where 'off the shelf' solutions may vary their mandates after selection, our portfolios will always be aligned to client needs.
- Our approach means that our time is focused on you, and we let the professional investment managers monitor the markets on a day-to-day basis. We feel this combination delivers you the best value.

Outside of the Core Offering

- Where relevant, we will research other investment solutions if they are deemed more appropriate either in isolation or in combination with the centralised investment proposition.

Rebalancing

- Auto-rebalancing of your portfolio on a regular basis, to reset your investments back to your agreed initial investment mix. We will also proactively consider the tax consequences of these actions and will ensure we are taking advantage of any tax reliefs or allowances that you are entitled to.
- This is a proactive investment management service which helps to keep your investments on track to meet your goals and saves you money through utilisation of your annual capital gains tax allowances.
- Helps to ensure your investments and selection of funds / asset classes remain aligned to your chosen attitude to risk and capacity for loss.
- Helps to reset your investments on a regular basis back to your strategic investment plans, by adjusting dynamically for swings in markets.

Technology

- One of the reasons we chose to work with Benchmark, was their technology. Something they have won numerous awards for. Ultimately backed by Schroders, we have every confidence that the security of our client's information within Benchmark's client management technology systems, is in very safe hands. This decision is something we know our clients expect us to get right. It's incredibly important to them and a reason they feel safe working with us.
- Our client management systems create adviser efficiency allowing us to spend more time in contact with clients, dealing with their queries and concerns, rather than on work behind the scenes.
- Client technology such as an online portal and own login access to financial modelling systems. In our purpose of aiming to enhance client engagement with their own plans, technology plays a fundamental role in providing client access and also allows them to update some of their own underlying information.

Your Staff / Adviser Training and Development Programmes

- Ongoing advisor training is aligned to CII continuous professional development. This is regularly assessed by Benchmark Capital to ensure advisers remain current.

With CWL, we promote staff development mainly through study towards CII exams, enhancing their skills and the knowledge they bring to client advice. This is mainly reliant on an individual entrepreneurial approach to study, supported with study

resources offered by the CII and independent firms such as Wizard Learning and Brand Financial.

- CPD programmes – maintaining professional knowledge, regulatory and tax change / updates / implications to client solutions.

General Value Statements - Working with your Firm / a Financial Adviser – Tangible and Intangible Benefits

- Working with a professional financial planner is intended to provide expertise and peace of mind, thus reducing financial stress.
- We build multi decade trust-based relationships with our clients. We get to know what really matters most to them and their families. What they are trying to achieve in life and help them to achieve it.
- Our relationships are often the longest standing relationships our clients have. They lean on us for so much more than the financial plans we cultivate and manage for them. This doesn't happen without trust.
- We provide updates through our website, through periodic newsletters or reports and through quarterly portfolio reports. This highlights that we are current with our understanding of planning and investment themes and clients can be confident that the advice they receive is up to date.

Summary

Currently, Cartesian Wealth Limited provides general, holistic financial planning services to clients. At the initial stages of a client's journey, we start with specifically relevant, focused services to clients, build to thorough, detailed bespoke advice at the mature end of client plans.

Whilst value is added both in the experience gain over more than 25 years of advising, additional value comes from our attention to areas outside of normal, individual thought process and scope of research.

Such areas include our consideration to behavioural finance and the impact of psychology on decision making processes, as well as the numerous research resources we hold subscriptions with.

Through a regular review process we ensure plans are current and closely monitored, something individual frequently overlook in the absence of advice, therefore potentially missing opportunities or avoiding threats.

Considering all areas included in the assessment of value, as at stage one of our consumer duty review (July 2023), we believe the service provided is demonstrating value overall and our service proposition along with this value statement has been approved by our network, Best Practice IFA Group Ltd

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