Keeley & Co

Creating your life by design

Your Path to Wealth Management

"Money is only a tool. It will take you wherever you wish, but it will not replace you as the driver."

- Ayn Rand

Your Life Plan	We take time to really get to know you
Your Reality	We build an interactive financial model of your lifetime projected wealth and consider its implications
Your Strategy and Report	We collaborate with you on designing a strategy to achieve your life objectives
Implementation	We help you put the plan into operation

Your Exploratory Meeting

We explore working together

This is an opportunity for you to discover how we work and what we charge. It is also your meeting to tell us what you might want from any working relationship we might have with you and to decide whether or not we can provide what you are looking for.

Your Life Plan

We will take time to really get to know you

We go through a structured process to find out how you wish to design your life. This usually takes three meetings at fortnightly intervals, each meeting structured to cover successive parts of the process to ensure progression, clarification and successful conclusion.

Your Reality

We build an interactive financial model of your lifetime projected wealth and consider its implications

We build an interactive financial model of your lifetime wealth after capturing in detail, your assets, your liabilities, income and expenditure. A paraplanner works directly with you on your expenditure data and we source information directly from providers where possible to minimise your input. Then we meet with you to interpret the model and consider the implications of it.

Your Strategy and Report

We collaborate with you on designing a strategy to achieve your life objectives

With your life objectives at the heart of it, we will use our toolkit of investment, tax and trust knowledge in formulating a strategy which will ensure achievement. We will document this in a report outlining the route from our initial meeting to the financial strategy so that you can see the logical progression and emergence of your personal financial plan.

Implementation

We help you put the plan into operation

We will complete the research necessary to be able to make detailed and specific recommendations. We may need to entirely or partially rearrange your wealth to match the financial strategy and these changes could include deposits, investment portfolios and/or pensions plans as appropriate.

Your Exploratory Meeting

The initial meeting is at our cost

Your Life Plan

If you wish to undertake the Life Planning with us, we will confirm the initial fee. This will generally require 5 and 10 hours, typically £966. We ask you to return the fee agreement and a cheque for 25% of this fee before we start work.

Your Reality

If you wish us to build an interactive financial model of your lifetime wealth, we will confirm the initial fee – this will generally require between 8 and 15 hours to complete, typically £1,643. We ask you to return the fee agreement and a cheque for 25% of this fee before we start work.

Your Strategy and Report

When we have finalised the work, we will ask you for the balance of the fee.

Implementation

Once you are happy with financial strategy we recommend, we can put the plan in place if you wish us to do so. Our implementation fees for making detailed recommendations and establishing and rearranging your wealth are: an initial fee of 1.5% (or 3% on the first £200k invested) of those assets upon which we are giving advice and then 1% of those assets per annum to review them on an ongoing basis.

Review

We will ask you to complete a standing order for £45 pm so that we can continue to review your strategy on an annual basis and provide unlimited telephone and email advice throughout the year. More frequent reviews than anually can be provided for a higher fee.