

## Important Information About Our Services and Costs – with effect from 1<sup>st</sup> May 2026



Your life by design

Keeley & Co, is a trading name of L G Keeley (Life & Pensions) Limited, 6 St Pauls Terrace, Northwood Street, Birmingham B3 1TH.

We are **Independent Financial Advisers**, authorised and regulated by the Financial Conduct Authority. Firm Reference Number: 126791.

### About This Document and How to Use It

#### This document explains:

- The types of financial planning and advice services we offer
- How we charge for these services

Typical charges, maximum fees and illustrative examples.

It is designed to help you understand **how our services and charges work in general**.

This document does **not** confirm the exact fee you will pay. Your exact fees and the services we provide will be confirmed in your **Work Schedule**.

### Our Services at a Glance

- **Exploratory Meeting**
- **Lifetime Wealth Planning**
- **Investment & Pension Advice**
- **Protection Advice**
- **Ongoing review and monitoring services**

Not all services are suitable for all clients.

We will only recommend services that are appropriate to your needs and circumstances.

### How We Charge and Agree Fees

#### Before we begin any work for you:

Fees and services will be agreed in a Work Schedule, which takes precedence over this document.

We will only charge fees that are agreed with you in advance, confirmed in writing and represent fair value for the services provided.

Our fees may be charged as:

- Fixed fees
- Percentage-based fees
- Hourly fees
- Ongoing fees

#### The Work Schedule includes:

- The exact scope of work
- The exact fee you will pay
- Confirmation that both parties agree before work begins

#### Minimum fees

A minimum fee may apply for smaller or less complex cases to reflect the time, regulatory requirements, and administration involved.

### Client Classification and Scope of Advice

Under the terms of the FCA rules, we will classify you as a **retail client**, which provides the highest level of regulatory protection.

Our advice is limited to the services agreed with you and set out in your **Work Schedule**. We will only advise on areas where sufficient information about your circumstances, objectives, and needs, has been collected. Requests outside the agreed scope will be discussed separately, including any additional fees.

You have the right to request reclassification as an **elective professional client**, subject to FCA criteria. Any request must be made in writing and will be assessed on a case-by-case basis. We will explain the implications of any change in classification before proceeding.

### Exploratory Meeting

We will invite you to an initial meeting and explore your specific needs and objectives to determine which services are appropriate for you.

We will provide you with a Privacy Notice prior to the meeting which will confirm how we use and store personal information we collect from you for the purpose of assessing our ability to provide services to you.

No fees are charged for the exploratory meeting unless otherwise agreed.

## Lifetime Wealth Planning Services

What this service involves	Initial Advice Charges	Ongoing Service Charges
<p><b>Initial Lifetime Wealth Planning</b></p> <p>We provide a structured financial planning service designed to help you understand your financial position over the short, medium and long term.</p> <p>It typically involves:</p> <ul style="list-style-type: none"> <li>• Reviewing your current financial position</li> <li>• Sourcing information directly from yourself and your providers</li> <li>• Clarifying your objectives and priorities</li> <li>• Building an interactive financial model to explore your future income, expenditure and assets under different assumptions</li> <li>• A meeting to present and review the models, and developing a long-term financial strategy aligned with your objectives</li> <li>• A detailed financial strategy report forming the cornerstone of your financial planning</li> </ul> <p>The scope of work will depend on your circumstances and will be agreed with you in advance.</p> <p><b>On-going Lifetime Wealth Planning</b></p> <p>We will usually recommend our ongoing Lifetime Wealth Planning service to help keep your plan under review as your circumstances change.</p> <p>This service includes:</p> <ul style="list-style-type: none"> <li>• An annual review either face-to-face or via Zoom</li> <li>• Updates to your interactive financial model</li> <li>• Determining your ongoing income requirements</li> <li>• An annual portfolio summary</li> <li>• Ongoing support and liaison via telephone and email</li> <li>• Updates on relevant market changes</li> </ul>	<p>The initial Lifetime Wealth Planning service is usually charged as a <b>fixed fee</b>, based on the work involved and the complexity of your circumstances.</p> <p>An example cost for this service is £1,860.</p> <p>(9 paraplaning / administrator hours @ £124 per hour &amp; 4 adviser hours @ £186 per hour).</p> <p>The actual fee may be higher or lower and will always be confirmed in your Work Schedule before work begins.</p> <p><b>How you pay us</b></p> <p>We request a <b>commitment fee of 25% at outset</b>, a second 25% after your 'Strategy' meeting and the 50% balance being due within 15 days after completion of the Strategy Report.</p>	<p>The ongoing service is charged at <b>£50 per month (£600 per year)</b>.</p> <p>We can provide additional meetings for a one-off cost and/or more frequent reviews for a higher monthly fee if required.</p> <p>The ongoing service can be cancelled at any time. However, if it is cancelled, we may no longer be able to act for you as your adviser due to ongoing suitability and regulatory requirements.</p> <p><b>These fees do not include regulated financial advice and are separate from our Investment and Pensions Services fees.</b></p>

## Our Investment Services (including pensions)

What this service involves	Initial Advice Charges	Ongoing Service Charges
<p><b>Initial Investment Advice</b></p> <p>We provide <b>independent</b> financial advice on a wide range of solutions, including Equity ISAs, pensions, investment funds and specialist investments where appropriate.</p> <p>We will undertake research to determine the most suitable products to meet your needs and make recommendations and implement specific investment and pension advice, with your agreement. This can also include the establishment of provider issued trusts and liaison with your accountant and solicitor as necessary.</p> <p>We will consider providers from a researched panel, representative of the whole market, reviewed on a regular basis using factors such as the risks, costs complexity and their competitiveness in the marketplace.</p> <p>Where appropriate, we may recommend a portfolio aligned with your risk profile, capacity for loss and investment term. These portfolios are held with third-party regulated providers. Keeley &amp; Co does not hold client money nor operates a discretionary investment management service.</p> <p><b>Ongoing Investment Advice</b></p> <p>This service is a continuous advisory relationship designed to ensure your investment strategy remains suitable as your circumstances and markets change.</p> <p>The service includes:</p> <ul style="list-style-type: none"> <li>• Ongoing annual assessment of the suitability of your investment and pension arrangements, ensuring they remain appropriate for your objectives, risk profile and personal circumstances</li> <li>• Internal Monthly Investment Committee meetings to review investment markets, economic conditions and fund performance, with key insights communicated to clients through our monthly Investment Bulletin</li> <li>• Recommending and arranging fund switches and portfolio rebalances to maintain alignment with your agreed investment strategy (at no extra cost and subject to your consent)</li> <li>• Ongoing consideration of tax efficiency within available wrappers (such as ISAs and pensions), including the use of allowances where relevant.</li> </ul>	<p>Our initial investment and pension advice fee is <b>up to 3%</b> of the amount invested.</p> <p>This fee:</p> <ul style="list-style-type: none"> <li>• May be reduced depending on the work involved</li> <li>• May be subject to a minimum fee for smaller investments</li> </ul> <p>Illustrative examples:</p> <ul style="list-style-type: none"> <li>• £150,000 invested at 3% = £4,500</li> <li>• £500,000 invested at 3% = £15,000</li> </ul> <p><b>The exact fee will always be confirmed in your Work Schedule before any work begins.</b></p> <p>All initial investment advice must be accompanied by our ongoing regular review and monitoring process.</p> <p>Where we provide investment advice and implement investments for you, we will normally recommend our ongoing review and monitoring service. This enables us to meet our ongoing suitability and regulatory obligations, including portfolio monitoring and rebalancing.</p>	<p>Ongoing investment advice is charged at:</p> <ul style="list-style-type: none"> <li>• <b>1% per annum</b>, charged monthly in arrears</li> <li>• Based on the value of funds under management</li> </ul> <p>The fee will increase or decrease in line with fund values.</p> <p>The ongoing service can be cancelled at any time, but we will be unable to retain you as a client as we would be unable to meet ongoing suitability and regulatory requirements.</p> <p><b>These fees are separate from our Lifetime Wealth Planning Service fees.</b></p>

## Annuity Advice

What this service involves	Initial Advice Charges	Ongoing Service Charges
<p>We provide advice on annuity options, including lifetime annuities and other guaranteed income products, where appropriate.</p> <p>The service includes:</p> <ul style="list-style-type: none"> <li>• Reviewing your pension benefits and income needs</li> <li>• Assessing available annuity options and features</li> <li>• Recommending a suitable annuity based on your circumstances</li> </ul>	<p>Our initial fee is <b>up to 3%</b> of the purchase price.</p> <p>Typically, an annuity costing:</p> <ul style="list-style-type: none"> <li>• £100,000 at 3% = £3,000 fee</li> </ul> <p>You may be able to pay the fee by deduction from your contract.</p>	<p>No ongoing advice charge but the annuity impact will be considered within any ongoing Lifetime Wealth Planning review you have taken up.</p>

## Related Service Providers

We may recommend that you hold your investments and pensions via a Platform Service. We may also recommend that some or all of your investments and/or pensions are managed by a Discretionary Investment Management Service.

## Additional information in relation to monthly payments into investments or pensions

If you make monthly contributions, you can choose to pay our fees by instalments, deducted directly from your investment or pension. This means you pay nothing up front.

Please note, our service is not free; instead, fees are taken from your contributions, reducing the amount invested.

We only ever recommend a regular contribution for a maximum period of 12 months. After this period, we review and advise you on the best course of action for the next 12 months.

**Example:** For a total initial adviser charge of £360 over 12 months, 1/12th (£30) is deducted from each monthly payment:

Your Monthly Payment	Initial Monthly Adviser Charge	Monthly Investment Amount
£1,000	£30	£970

## Our Protection Services

What this service involves	Initial Advice Charges	Ongoing Service Charges
<p>We provide advice on protection arrangements including life assurance, income protection, critical illness cover and private medical insurance, where appropriate.</p> <p><b>Initial Protection Advice</b></p> <p>This service includes:</p> <ul style="list-style-type: none"> <li>• Assessing your protection needs</li> <li>• Reviewing existing policies where relevant</li> <li>• Recommending and implementing suitable protection solutions</li> </ul> <p><b>Ongoing Protection Advice</b></p> <p>We will review your protection policy only if you have committed to our Lifetime Wealth Planning service.</p>	<p>Protection advice may be charged:</p> <ul style="list-style-type: none"> <li>• By fee</li> <li>• By commission from the provider</li> <li>• Or a combination, agreed in advance</li> </ul> <p>Example fee: £868 per plan (4 paraplanning / administrator hours @ £124 per hour &amp; 2 adviser hours @ £186 per hour).</p> <p>The amount we charge depends upon the complexity of the protection need and policies involved.</p> <p>If commission is received, we will disclose the amount to you before the policy is arranged.</p> <p>Commission paid to us may be reclaimed by the provider if you cancel the policy within the first four years.</p>	<p>No ongoing advice charge.</p> <p>In some but not all cases, there is minimal commission payment paid to us from the provider to service the policy, i.e., to deal with any direct debit issues.</p> <p>We will confirm this to you prior to establishing the policy.</p>

## Other costs and charges

In addition to our fees, other costs may apply depending on the services and products recommended including:

- Platform charges
- Fund management charges
- Product provider charges

These are set by third parties and are **separate from our fees**. They will be disclosed to you before you proceed with any recommendation.

## Payment of Fees

Fees may be paid by bank transfer/cheque or by deduction from investment product. Full payment terms, including the timing of payments are set out in your Fee Agreement and relevant Work Schedule.

## Other benefits we may receive

If we take over servicing plans from another firm, trail commission may offset ongoing fees. Any associated costs are fully disclosed.

Some firms whose products we recommend may provide us with training and software which allows us to offer you a better service.

Some of these costs may be passed onto you as part of the total charges you pay, should you purchase a product from one of these firms. We are not otherwise permitted to receive or retain any financial inducements, significant gifts or hospitality from investment product providers, for arranging investment.

## Conflicts of Interest and Non-regulated Advice

We will inform you of any conflicts of interest and obtain your consent before proceeding.

We may recommend products or services which are not regulated by the FCA. For example, cash deposits, National Savings & Investment Products (NS&I), or Inheritance Tax Planning (IHT). In these cases, we will explain what regulatory protections do not apply.

We do not provide advice for clients experiencing difficulties managing debts. Free guidance on debt management is available from the Money and Pensions Service:

[www.moneyandpensionservice.org.uk](http://www.moneyandpensionservice.org.uk)

## Termination

You may end our services at any time by giving us written notice.

The implications of termination, including any outstanding or ongoing fees, are explained in your Fee Agreement.

In some circumstances, we may cease acting for you where we are unable to continue providing services in line with regulatory requirements. Where this occurs, we will give reasonable notice.

## Complaints and Compensation

If you have a complaint about our services, please contact our Complaints Officer, Alexandra Llewellyn:

- Address: Keeley & Co, 6 St Paul's Terrace, Northwood St, Birmingham B3 1TH
- Phone: 0121 236 1288
- Email: [Alexandra.llewellyn@keeleys.co.uk](mailto:Alexandra.llewellyn@keeleys.co.uk)

Our full **Complaints Procedure** explains how to raise a complaint, how we will handle it and the timescales involved. A copy is available on request.

If your complaint cannot be resolved with us, you may refer it to the Financial Ombudsman Service (FOS). For more information, contact the FOS on 0800 0234567.

## Financial Services Compensation Scheme (FSCS)

We are covered by the FSCS. Therefore, you may be entitled to compensation if we are unable to meet our obligations depending upon the type of business and the circumstances of the claim. The FSCS only pays compensation for financial loss, and the limits are per person, per firm, and per claim category:

- Investments: (e.g., ISAs): up to £85,000 per person, per firm.
- Long Term Insurance: (e.g., life insurance, pensions, annuities): 100% of the claim, no upper limit.
- General Insurance (e.g., employers' liability, accident & sickness policies): 100% of the claim, no upper limit.

Further information about the FSCS is available from their website: [www.fscs.org.uk](http://www.fscs.org.uk).