

About Us

– a brief guide



One solution for all your financial needs

ABOUT US



Our financial wellbeing has possibly never been so important – but, unfortunately, personal finance has possibly never been so complex. It can be a bewildering subject which means, inevitably, that most of us are going to need professional advice from time to time. But who do we ask when we need it? And, how do we know the advice we receive is as good as it sounds? Can we trust our new ‘financial friend’ with our financial future – or would we be better off muddling through ourselves?

For most people, engaging a financial adviser is a leap of faith; it’s a decision that many agonize over and continuously put off, often to their own detriment. We hope this brief guide provides an insight into who we are, what we do and how we do it. Above all, we hope that it shows how, as your ‘trusted financial confidante’, we can make a real difference in managing your financial affairs.

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Introduction

Our financial wellbeing is essential to each and every one of us; it's something we all work hard to achieve, guard fiercely and like to keep private. But, 'finance' is a vast subject. It's one that has become complex; in fact, it really is 'rocket science' to most people and can have catastrophic consequences if you make a wrong decision – not just for you personally, but also for those around you.

Its complexity – exacerbated by the use of a language all of its own – makes it understandable why quite so many people think it's a subject probably best left alone. Which is fine ... until you want to buy a house. Or, manage your pension. Or, insure your business. Or, take out a business loan. Or, 'do something worthwhile' with the inheritance you've just received.

When that time comes, what you need is an expert, someone who doesn't go pale at the words 'uncrystallised flexible pension lump sum' or 'Tax-exempt Special Savings Account'; someone who knows the difference between an 'entitled', an 'eligible' and a 'non-eligible' jobholder and is quite happy with 'angel investors', 'net asset values' and 'portfolio drift'.

These days, most qualified financial advisers give excellent advice; if they didn't, they wouldn't stay in business very long. More reassuringly, guidance from the Financial Conduct Authority (FCA), the regulatory body that oversees the financial services industry, means that standards continue to rise – in fact they've never been higher and clients never better protected.

But, at the end of the day, the most important attribute can't be measured by expertise or qualifications, it comes

down to trust – and that depends on the relationship between a client and their adviser.

As a client, you go to a financial adviser expecting to get expert advice about subjects you may know little about. You invest your trust in the adviser, expecting them to give you the best possible advice about your finances and how to manage them. For an adviser, it's a privilege to be asked and a responsibility that cannot be taken too lightly.

Why do you need a financial adviser?

Our expectations have mushroomed over the years and, as those expectations are fuelled by finance, it's not surprising that its effect on today's society – both at home and at work – is so great.

Salaries can be complex; they may be individually negotiated and are sometimes laden with 'benefits'. Most people will become eligible for the State Pension, which has always been complicated and is going through a transition period. Most workers now have a workplace pension, many resulting from auto enrolment. Some will have multiple pensions accumulated during a working life that may have spanned fifty years; and those pension

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schemes will all be different and subject to a variety of changes in pension legislation.

We all aspire to owning our own homes – but which, out of many options, is the best mortgage to commit to, or has being a homeowner become just a dream? Interest rates are at rock bottom and may go negative; what will that mean for our financial wellbeing? We need loans to do all sorts of things, sometimes just to pay the bills. We are ‘aware’ of investment but don’t know how to tap into it, or even if we should.

A global pandemic is wreaking havoc on both society and economies around the world; we may lose our job and have to change career, so how can we protect ourselves? Society has become more litigious, with organizations and employees having to insure and protect themselves against seemingly everything.

And, if only to confirm how complicated it all is, we frequently see caveats saying, “...we recommend you speak to a qualified financial adviser”.

The harsh reality is that, although we need finance to play the role that it does, it’s become such a complex subject that the average person can’t hope to master it – never has the need for ‘professional financial advice’ been so necessary.

One Financial Solutions

One Financial Solutions was formed by Wayne Griffiths in December 2012. Having attracted a strong portfolio of clients over the course of 20 years at HSBC, Wayne realized that, as the bank scaled back the range of services it offered, he wouldn’t be able to offer his clients everything they had grown accustomed to receiving.

The options were to either say goodbye to some treasured clients and disappoint others, or to leave the bank, and continue to offer all his clients the level of advice they had become used to – with the added advantage that he would be able to offer solutions drawn from across the whole of the financial services market. His clients won the day: Wayne took a deep breath and founded One Financial Solutions.



“But it’s not just the ‘quantity’ of advisers and clients that’s important, it’s the ‘quality’ of the service they receive.”

One Financial Solutions is authorized by the Financial Conduct Authority (FCA) to offer advice and recommend solutions about pensions, investments, non-investment insurance products and mortgages, both to retail and commercial clients.

The firm has grown and continues to do so, recruiting and training carefully selected advisers to spread the firm’s offer to more people over a greater area. We now have over twenty advisers, supported by a team of dedicated, operational staff, all using the latest technology to provide the best-possible level of customer service. The increase in advisers has been matched not only by an increase in the number of clients in the ‘family’, but also in the breadth of the range of services that we offer.

But it’s not just the ‘quantity’ of advisers and clients that’s important, it’s the ‘quality’ of the service they receive. In 2019, One Financial Solutions won 2plan’s coveted ‘Firm of the Year’ award, the following year it was recognized as one of just 16 ‘top rated’ firms out of a total of over 1,100 by vouchedfor, an online professional-occupation review website (www.vouchedfor.co.uk).

How we work: our principles

Relationships take time to mature. From the moment you approach us we have to prove to you that we know what we’re doing, that we’re easy to work with and that you can trust us.

How we work, and our relationship with all our clients, is determined by a set of interrelated principles that influence and guide us. We hope these principles help demonstrate our competence, credibility and dependability.

- **Our clients come first**
If we provide our clients with the best possible financial advice, they will succeed and, if our clients succeed, then so shall we.
- **Customer service**
We strive to treat our clients as we would like to be treated: as individuals, with respect, dignity and honesty.
- **Integrity and honesty are fundamental**
Our clients put their trust in us, so the very least we can do in return is to act honestly. We have nothing to hide; our activities and the way we work are transparent and open to inspection.

- **Our reputation is our greatest asset**

Our reputation has been built from a combination of the knowledge and expertise of our advisers, maintaining our independence and satisfying our clients' expectations. We've a great reputation, we want to keep it.

- **We are professionals, providing a professional service in a professional industry**

Our knowledge and experience are valuable assets and can provide our clients with tangible benefits. We are proud about what we've done, what we do and what we will do. We are determined to provide an outstanding service for our clients: we'd like them to be proud of us too.

- **We are fiercely independent**

Being independent means we can offer our clients the best product on the market, not just the best product we have in a brochure.

- **We give financial advice across the entire market**

Our clients will have a broad range of requirements – we need to match them by offering a broad range of advice and products.

- **We work holistically**

We know, from our own personal experience, that our clients' financial situation will be determined by both their work and personal lives, so we need to evaluate their circumstances as a whole.

- **We are individuals, but work as a team**

As individuals, we can offer advice on some things but not all things. We're much stronger as a team and together, we can offer better advice across a wider range of subjects.

- **Plain English**

For most people, financial services can be confusing and difficult to understand. We try to make it easier to understand by using plain, simple English.

- **We want to work with our clients on a long-term basis**

The better we know each other, the more successful we both can be. All relationships take time and effort to develop; the benefits of a good relationship are worth the investment of time and effort.



"If we provide our clients with the best possible financial advice, they will succeed and, if our clients succeed, then so shall we."

- **Treating Customers Fairly**

The FCA's Treating Customers Fairly policy mirrors our principles; its values are ingrained within our employees and embedded within everything we do.

What we do

Knowing from our own personal lives that 'life at home' and 'life at work' are inextricably linked, the service we provide often needs a solution that spans both situations. With 'independence' being a cornerstone of the business, and a prime reason for its foundation, finding the most appropriate solution for a client is of paramount importance.

Our goal is to become your 'trusted financial confidante', someone who is always on hand to provide you with good, sound, practical financial advice, no matter what the subject, and back that up by providing the best possible solution.

It really is 'one financial solution for all your financial needs'.

Our relationship with 2plan

We are proud to be an Appointed Representative of 2plan wealth management Ltd ('2plan'), one of the UK's leading firms of financial advisers (www.2plan.com).

2plan was formed in 2007 and offers a 'compliance umbrella' to assist financial advisers. Apart from providing a regulatory service that ensures we meet the FCA's requirements, 2plan also provides professional advice and a range of specifically designed and developed support services including administration, cutting-edge technology, IT services, marketing and training.

Being an appointed representative does not affect our independent status in any way, it's an asset that provides access to a valuable support package that allows us to focus on our clients' needs. Working under the 2plan name allows us to offer you – our clients – a much better, much 'slicker' service – one that would be hard to provide without their financial resources.

One Financial Solutions – what we do



Protecting Your Business

It's not just tangible assets that need to be insured. If you own a business you should consider insuring against either losing control of it or even losing it altogether.



Automatic Enrolment

From October 2012 it's been a legal requirement for every UK employer to automatically enrol their staff into a workplace pension scheme. Does this affect you?



Sustainable & Responsible Investment

Funds representing companies that care about the environment, promote equality and act responsibly, tend to accrue benefits for investors: ask us about 'sustainable and responsible investment'.



Employee Benefits

Your employee benefits package will determine whether you win and keep the staff you really want. We can help you develop and manage a package with a competitive edge.



One Financial Solutions

Please call us on 020 3714 9565, or visit our website at www.onefinancialsolutions.co.uk for more information



Investments

If you have surplus money it makes sense to invest it; but you really do need to know what you're doing. With our expertise and years of experience we're here to help you.



Mortgages

It's the largest financial undertaking most of us will ever make and the consequences of getting it wrong can be catastrophic. We can provide the help you need.



Protecting You & Your Estate

We insure everything around us but often fail to insure ourselves. What effect would that have on either us or our dependants if we suddenly became seriously ill or died?



Pensions

To help you create a financially secure retirement we can set up a pension plan, consolidate your current pensions and guide you through the recent legislative changes.

The FCA (and Treating Customers Fairly)

In July 2006, the FSA (which became the FCA in April 2013) published a paper setting out a 'cultural framework': 'Treating Customers Fairly', or 'TCF' as it is sometimes known. (The document has since been updated and revised, most recently in May 2015, and is now known as the Fair Treatment of Customers.)

'Treating Customers Fairly – towards fair outcomes for consumers', to give it its full title, provides the foundation for the way in which the FCA expects financial advisers to treat their customers. It's one we believe in – 'no ifs, no buts'. In fact, we try not to use the abbreviation 'TCF', preferring to use the term 'treating customers fairly' as a constant reminder of our responsibilities to you.

At the core of 'Treating Customers Fairly' are six 'outcomes' which set out exactly what the FCA expects from those companies involved with financial services, and which form an important factor in guiding its regulatory decisions and actions.

"We will be looking for firms to base their culture and how they run the business on a foundation of fair treatment for customers. Whilst we recognise that firms need to be sustainable, we will not let a firm compromise fair treatment of customers to achieve financial success."

Quote: Financial Conduct Authority (website)

Consumer outcomes

There are six consumer outcomes that firms should strive to achieve to ensure fair treatment of customers. These remain core to what we expect of firms.

- **Outcome 1:** Consumers can be confident that they are dealing with firms where the fair treatment of customers is central to the corporate culture.
- **Outcome 2:** Products and services marketed and sold in the retail market are designed to meet the needs of identified consumer groups and are targeted accordingly.
- **Outcome 3:** Consumers are provided with clear information and are kept appropriately informed before, during and after the point of sale.
- **Outcome 4:** Where consumers receive advice, the advice is suitable and takes account of their circumstances.
- **Outcome 5:** Consumers are provided with products that perform as firms have led them to expect, and the associated service is of an acceptable standard and as they have been led to expect.
- **Outcome 6:** Consumers do not face unreasonable post-sale barriers imposed by firms to change product, switch provider, submit a claim or make a complaint.

Courtesy: Financial Conduct Authority

The full document is available on the FCA's website at www.fca.org.uk/firms/fair-treatment-customers



"It is only through establishing the right culture that senior management can convert their good intentions into actual fair outcomes for consumers and ensure that delivery of these outcomes is sustainable."

Quote: Financial Conduct Authority (website)

Affiliations, memberships and ratings

Our advisers hold a range of qualifications from industry-recognized professional bodies, some of which are general in nature, others reflecting the specialized nature of the service they can offer as an individual.

As a firm, we are proud to be a member of several leading organizations that relate to the industry within which we work, our membership underpinning our commitment to providing you with the best possible service.

We're delighted to say that that commitment appears to be rewarded as we are so well received on the industry's leading 'rating' websites where our clients have an opportunity to say what they think about us (thank you!).

In alphabetic order, here are brief details about some of these organisations and links to their websites where you can find more information about them.



Chartered Insurance Institute (CII)

www.cii.co.uk

The professional body dedicated to building trust in the insurance and financial planning professions. The CII has a Royal Charter that requires it to 'secure and justify the confidence of the public'.



Chartered Institute for Securities and Investment (CISI)

www.cisi.org

Formed by the London Stock Exchange, the CISI is the professional body for those working in the securities, investment, wealth and financial planning professionals.



Equity Release council

www.equityreleasecouncil.com

A consumer-centric organization that promotes high standards and consumer safeguards in the provision of advice about equity release.



Personal Finance Society

www.thepfs.org

The professional body for the financial planning profession. Part of the Chartered Insurance Institute group, it is covered by the CII's Royal Charter.



Resolution

www.resolution.org.uk

A community of family justice professionals who work with families and individuals to resolve issues in a constructive way.



Society of Later Life Advisers (SOLLA)

www.societyoflaterlifeadvisers.co.uk

A not-for-profit organization that helps consumers find trusted, accredited financial advisers who understand the financial needs of later life.



Society of Mortgage Professional (SMP)

www.smp.org.uk

Part of the Chartered Insurance Institute, but specifically for those working in the mortgage sector, it is covered by the CII's Royal Charter.



Unbiased

www.unbiased.co.uk

An online review site dedicated to financial advisers, mortgage brokers and accountants.



Vouchedfor

www.vouchedfor.co.uk

An online review site that covers a number of professional occupations including financial advisers.

Testimonials

So far, this brochure has been us telling you how good we think we are. We're delighted that our clients are quite happy to say likewise. Thank you!

"I have used Wayne to provide a broad range of financial advice during the past 10 years, both as an independent and corporate adviser in both business and personal matters. Wayne has always been honest, knowledgeable and has given the best advice which has continued to yield results time and again. A true expert in his field and highly professional, personable and with unquestionable integrity."

Martin Flick, CEO, Olive Communications UK
May 2021

"Andy has assisted us throughout our home-buying journey. Over this period our circumstances changed – Andy was always on hand to assist with estate planning and safeguarding our assets. He's always 'one step ahead' and has been a font of knowledge in every aspect of our financial planning, from life insurance to mortgages to wills and estate planning. We know that whenever we entrust Andy with a task it will be completed promptly and with due diligence. He really is the best!"

NR
November 2020

"Anil helped us buy a new main residence and release equity from our previous house, changing it to a buy-to-let property. Anil helped us with both, and did so in a very professional way, explaining everything in an easy-to-understand manner. We appreciate his timely help and patience and we've recommended him to other friends for his services and professionalism. We are now using Anil's services for life and critical illness insurances."

Mr D and Mrs P Singh
June 2019

"Having used One Financial Solutions for various services, we have always found them extremely helpful and efficient – nothing is too much trouble."

Alison Tickner, Transcomms
May 2021

"I was very impressed with the service the team delivered. True professionals; you made the pension scheme easy to follow with an unbiased choice."

Karim Fatehi MBE, United Corporation
May 2021

"Stephen helped me with the confusion around the pensions I had from changing employer over the years. He took the time to understand my situation, explain to me the pensions I had, their charges, the investments behind them and how they performed. Knowing that my retirement is taken care of has given me and my family peace of mind. Stephen explained things clearly and without jargon so that I understood every stage. I wouldn't hesitate to recommend him to family and friends."

Mr M Guy
January 2021

"Christine took time to understand our financial situation. She looked at our pensions and gave advice on which to keep and which to consolidate. She worked with us on our risk profiles and then recommended which products suited our needs. Whenever we had questions, she was quick to respond. The service was excellent. We've thoroughly enjoyed this experience with you Christine."

JS
February 2021

One Financial Solutions is here to help you.

We advise on a wide range of financial services including protection for both you and your business, general and business insurance, savings and investments, commercial finance, pensions and auto enrolment, employee benefits, profit extraction and mortgages: our aim being to provide you with 'one solution' for all your financial needs.

We provide truly independent financial advice, sourced from the whole of the financial marketplace, for individuals and commercial businesses throughout the United Kingdom.

Please call us on 020 3714 9565 for a confidential conversation about how we can help you, or visit our website at www.onefinancialsolutions.co.uk for more information.

One Financial Solutions is an Appointed Representative of 2plan wealth management Ltd which is authorized and regulated by the Financial Conduct Authority. One Financial Solutions is entered on the FCA register (www.fca.org.uk) under reference number 607130. Registered office: Chapter House, 33 London Road, Reigate, Surrey RH2 9HZ. Registered in England and Wales, company registration number: 08141263.