



Paraplanning Support

What support do we offer?

www.athenawealthmss.co.uk

03

Hello

05

About Athena

06

Why us?

07

What we offer

09

The bit you
want to know!

12

The ad hoc
bits

14

Good to know

15

FAQs

16

Want to chat?

Hello, and thank you for your interest in working with **Athena.**

Athena offers an outsourced flexible and bespoke Paraplanning and technical administrative service for you.

With the fast pace and ever-changing complexities of financial planning, Athena relieves the burden of the administration associated with the Financial Planner role allowing you to spend more time with your clients and growing your business.

We collaborate with you to tailor a service to suit your needs.

Hi,
I'm 
Rachel.

I have worked for over 25 years in the financial services industry. 15 years of my career were spent as a Financial Planner conducting holistic Financial Planning and Mortgage advice, so I have been in your shoes!

In 2016 I decided to use my knowledge and experience to establish my own Paraplanning business, and so Athena Wealth Management Support Services was born.

I always enjoyed the technical aspect of the role, and file quality had always been a strength of mine. Supporting you in the areas of the business you are not passionate about makes for a winning team.

"Great things in business are never done by one person. They're done by a team of people." – *Steve Jobs*.

About Athena.

Athena was born in 2016, not only from a passion for wealth management and financial planning but also from getting the job done efficiently.

We are passionate about financial services and gain great satisfaction from providing exceptional service and building lasting and supportive relationships with the partners and planners we support.

Athena provides a friendly and professional service offering technical administrative and paraplanning support, which ensures a professional and seamless ongoing Financial Planning experience for your clients, and helps you maximise your business' potential.

The experience and integrity Rachel has means she can support you to do what you love, and you can leave her to do the work you are not passionate about.

Why us?

One size does not fit all! We offer a flexible and bespoke service that is as unique as you and your clients.

We offer a personal one-to-one service, so it feels like you have another member of the team, and another ear to chat through your cases with.

We tend to work with sole proprietor firms who need that personal touch and that little bit of extra support, without the added expense of a staff member.

We specialise in supporting St. James's Place (SJP) partners. We understand the compliance, procedures and systems and have a good relationship with Business Assurance (BA).

Although we have a speciality for SJP we do also work with small practice IFAs.

So, what do we Offer?

We do so much more than just write suitability reports...

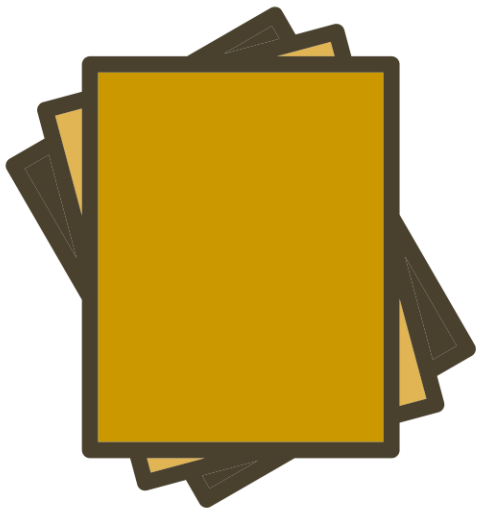


- LOAs and provider scheme information requests
- Ceding data compilation and plan information verification

- Critical Yield Calculations (CYCs)
- Tax, IHT, CGT, carry forward, and other calculations



- Advice sets and submissions for case approval
- Liaison with BA and feedback updates



**and many other
administration tasks...**

- Illustrations
- CFR/Factfind updating
- Sense check of information provided, and case liaison and discussion
- Recommendation support and guidance where required
- Salesforce Advice Record completion
- Income Sustainability Calculations/Cashflow
- Provider research
- **Be your wing person when needed!**

The bit you want to know!... Our Fees

We know that one size doesn't fit all!

Sometimes you might only require a suitability report, other times you might require a suite of ancillary services in addition to the report, and other times may just be ancillary services only.

So, we decided that a flat case fee didn't suit everyone, and you agreed!

Therefore, **we provide all services at a cost of £50 per hour pro rata.** That way we only charge you for the time taken for the work and support you require.



We also offer monthly retainer packages that provide you with a guaranteed number of hours for your support needs. They work on a rolling basis, so if some months you need more hours than others it is averaged out over the year. This means you do not experience peaks and troughs in the time and cost of your paraplanning support, and it helps you budget!

We offer a 10% discount for our retainer packages. If you would like to know more, then contact us to have a chat.

Ancillary service options

to compliment your Suitability Reports

- LOA and ceding Information requests to providers
- Ceding data gathering / missing ceding information compilation
- Illustrations
- CYCs / CYC feasibility screening / standalone CYC
- Salesforce client record updating
- Salesforce advice record creation and completion
- Advice set creation with document attachment and submission for checking where required
- Carry forward calculations
- Testing for plans with guarantees, DB commutation, enhanced tax-free cash
- Additional work where Decumulation/In Retirement guidance applies
- Pre/Initial casework
- Bespoke or ad hoc additional casework
- Tax, IHT and Income calculations
- Income sustainability/cash flow
- Liaison with BA for concessions or to discuss non-standard cases
- Provider research

Example case charges*

Pension replacement (non-complex 1 plan)	£350*
Drawdown / At Retirement decumulation	£500*
Investment Replacement (non-complex 1 plan)	£300*
New Investment or Pension	£175*
IHT Case	£600*

* These are example charges only and are based on an average charge for cases provided to us of the above nature, which include a Suitability Report and a mixture of ancillary services. However, the costs will vary on a case-by-case basis pertaining to the complexity of the case and the ancillary support services used. The final cost will be based on time spent using our case tracking software and will be charged at the hourly rate on a pro rata basis.

Important info

The ad hoc bits

- Non-Standard, Bespoke, Complex, or Multi-Cases may attract a higher fee.
- A minimum charge of £50 applies for all work.

An admin charge will also apply for:

- Analysis of cases that cannot proceed to submission.
- Adviser requested amendments post-case completion.
- BA liaison/feedback pertaining to non-supplied information, non-standard/out of guidance cases, and concessions.

Addendums

If a case proceeds to approval and further changes are subsequently required (e.g., change to fund selection or investment amounts following presentation), we reserve the right to charge a fee for any amendments. A minimum single fee of £50 will apply (dependent on the nature of the case/changes required).

Partial Refunds

Should any case be graded unsuitable a reduction of £50 will be applied.

Important info

The ad hoc bits

Continued...

- We reserve the right to charge additional admin time should this be required.
- A joint Investment is treated as a single case.
- A single replacement/transfer is defined as one individual policy and includes any redirection of contributions. Multiple policies with the same or other provider are treated as separate plans.
- Unless a joint investment, a husband and wife would be treated as separate letters.
- Aptus does not allow for combined Investment and Pension letters in all scenarios, as such these are treated as separate letters when required.
- If a case does not proceed, or no communication is provided on a case within 8 weeks, but work has commenced then fees would apply on a time-spent basis using the hourly rate of £50 on a pro-rata basis. If a case is picked up again after 8 weeks, and the information and CYC are still within date, this fee would be deducted from the total cost. If it is out of date the full fee would be payable in addition to the previously paid fees.

Some good to know Stuff

- Services are provided in good faith, and on the understanding that you fully disclose all relevant information to enable us to provide an accurate service.
- We will not be held responsible for non-disclosure that pertains to non-compliant, unclear or unsuitable outcomes.
- Submitted cases are aimed to be completed within 10 working days of receipt, where all relevant information is supplied. For urgent cases requiring a shorter timescale please contact us to discuss your requirements and to establish feasibility.
- We use time-tracking software which enables us to keep track of your cases and the time taken to complete them. This also enables us to accurately charge and invoice for the work conducted.
- Athena Wealth Management Support Services is not authorised or regulated by the FCA. Therefore you, the adviser, remain responsible for all advice and recommendations made/given.

Good to know FAQs

Why should I use Athena?

Athena has completed a large number of Suitability Reports since 2016 for Partners and Advisers, most of which have been graded suitable, which could help you improve your Quality of Documentation score.

Will I be tied into a contract?

We have no up-front fees or tie-in period; all we ask is 30 days' notice to cease using our services. Simply pay on a case-by-case basis, unless you are using our retainer package. There is also no minimum number of cases you need to send us.

How does the handover process work?

We've made the process quick and easy for you with handover documents and your own dedicated workflow folder where needed. We just need you to grant access to the client's records on Salesforce and iBusiness and we'll do the rest! For IFAs and other advisers, we have a similar process for you too.

How often will you provide me with updates?

We want to ensure you always know what is going on with your cases, so we ensure we provide regular updates and a weekly overview.

Do you need me to gather all ceding data before sending you the case?

Only if we are not doing the ceding data gathering and chasing. We offer to gather and chase as part of our ancillary services, so you do not need to spend time contacting providers and collating the information. You can send us any documentation you have, and we can do the rest if that is what you would like us to do.

Can you use our LOAs or does Athena have their own?

We have created an LOA template which we would be happy to send to you, but we are also happy to use yours and send this on your behalf, should this be your preferred way of doing things.

Can you deal with the LOAs as part of the service and is this at an additional cost?

Absolutely! We are experts at obtaining Ceding scheme information from providers and offer this as a standalone service if required.

Sounds good? want to chat?

If you want to hear more about how
Athena can help, give us a call,
we'd love to chat.



07834 948506



For SJP Partners

rachel.whiteside-blaxter@sjpp.co.uk

For non-SJP Partners

hello@athenawealthmss.co.uk



www.athenawealthmss.co.uk