

Determining your Attitude to Risk

**Planning
Expertise +
Results**





Find a quiet moment where you won't be disturbed to complete the questionnaire on your own. Don't overthink your responses as there are no right or wrong answers.



Introduction

To give you financial advice, we need to understand your experiences with financial products and how you approach risk.

Our risk profiling tool, Dynamic Planner, enables us to create a risk profile for you in five straightforward steps.

This process helps to build a deeper insight into your requirements and checks the extent of your understanding. As a result of the answers given and the conversations they trigger, both you and your adviser should be confident that the final outcome is an accurate and fair reflection of your risk tolerance and capability to tolerate possible losses.

Step One – Gauging investor experience

The first step of the process is to gauge your investment experience by answering the 7 investor experience questions and stating any other facts which may be relevant.

Step Two – Assess willingness to take risk

Complete the Dynamic Planner 15 question psychometric risk profiling questionnaire. The questionnaire was developed with Henley Business School, University of Reading.

Step Three – Check responses

Dynamic Planner then automatically checks the consistency of your responses and identifies answers outside the expected range. They highlight areas where the adviser might need to discuss risk concepts further with you. Dynamic Planner uses an algorithm back-tested against thousands of previous responses, to ensure that the highlighting process is helpful and appropriate.

Step Four – Assess capacity for risk

You complete a few additional questions relating to your investment timeframe, capacity to tolerate possible losses and your liquidity requirements. The answers do not alter the psychometric attitude questionnaire results but act as a prompt for meaningful discussions to ensure the most suitable outcome is achieved.

Step Five – Select and agree risk level

The selected risk profile gives a score out of 10, a Plain English explanation of how comfortable a customer within that profile would be with the possibility of losing money and investing in higher-risk investments to get better returns, a likely portfolio asset allocation and an indication of expected range of returns over 12 month.



Your Investing Experience

To provide you with financial advice, we first need to understand how experienced you are with investing.

Please select the appropriate tick box below.

Q1.

Other than a current account, have you ever had a cash savings account, a cash ISA or savings bonds (e.g. from a bank, building society or NS&I)?

- Yes, after taking professional financial advice
- Yes, without taking professional financial advice
- Yes, both with and without taking professional financial advice
- No

Q2.

Have you ever had a pension where you could choose the funds you invest in?

- Yes, after taking professional financial advice
- Yes, without taking professional financial advice
- Yes, both with and without taking professional financial advice
- No

Q3.

Have you ever had a stocks and shares ISA, or a professionally managed investment fund such as an OEIC, unit trust or investment bond?

- Yes, after taking professional financial advice
- Yes, without taking professional financial advice
- Yes, both with and without taking professional financial advice
- No

Q4.

Have you ever bought or sold individual shares on the stock market?

- Yes, after taking professional financial advice
- Yes, without taking professional financial advice
- Yes, both with and without taking professional financial advice
- No



Q5.

How often do you review the value of your pensions or investments?

- I do not have any pensions or investments
- At least every 3 months
- Between 3 months and a year
- Less often than once a year
- Only when I see a major financial event in the news
- I leave this to my financial adviser

Q6.

If the value of your pensions or investments has ever fallen substantially, how did you respond?

- I don't recall the value of my investments ever falling substantially
- Immediately contacted my financial adviser
- Waited to discuss it with my financial adviser at our next planned review
- Took some or all of the remaining money out of the investment
- Invested more as I saw the fall in value as an opportunity
- I took no action as I felt nothing needed to be done
- I took no action as I was unsure what to do

Q7.

How would you describe your level of investment confidence?

- Not confident: I'm not very comfortable with investing
- Somewhat confident: I'm comfortable with some investments but still need some things explained to me
- Confident: I'm comfortable with investing and have a reasonable understanding of the potential risks and rewards

Q8.

If you would like to make any other comment about your previous investment experience (e.g. buy to let), background or education which you feel is relevant here, please do so (optional):



Your Attitude to Risk

These questions will help you and your adviser to better understand how you think about risk. There are no right or wrong answers, you just need to select the answer that is the best match for how you feel.

Please select the appropriate tick box below.

| | Strongly disagree | Disagree | Neither agree or disagree | Agree | Strongly Agree |
|---|-----------------------|-----------------------|---------------------------|-----------------------|-----------------------|
| Q1. To achieve financial success, I would take financial risks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Q2. I would take more financial risk if there was a chance I could make a lot of money | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Q3. I am the kind of person who takes financial risks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Q4. I prefer certainty about the future value of my investments, even if it means making less money | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Q5. Rises and falls in the value of my investments would not worry me | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



| | Strongly disagree | Disagree | Neither agree or disagree | Agree | Strongly Agree |
|--|-----------------------|-----------------------|---------------------------|-----------------------|-----------------------|
| Q6. If the value of my investment fell, even for a short time, it would concern me | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Q7. I would generally avoid investments whose values rise and fall over time | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Q8. I would frequently choose investments offering a steady return rather than those which could rise a lot in value | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Q9. Missing an investment opportunity concerns me more than making a loss | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Q10. I care more about avoiding losses than making money | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Q11. Taking financial risks causes me a lot of stress | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Q12. I would regret deciding not to take a risky investment opportunity if it then performed well | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |





Very concerned Slightly concerned Not concerned Cautiously optimistic Very optimistic

Q13.

When considering investing, I would describe myself as:

Excitement Opportunity Necessity Worry Disaster

Q14.

The term I most closely associate with financial risk is:

I take risks at every opportunity I often take risks I sometimes take risks I very rarely take risks I never take risks

Q15.

The statement about risk-taking that best describes me is:

Once completed please sign the declaration on page 9 and return to Prime Wealth Planning





Client declaration

Customer Name (s)

Customer signature (s)

Date of issue



Your Capacity for Risk

(not to be completed, to be discussed with your adviser)

These questions are designed to understand how your current financial situation might affect how much risk you can take. Like the previous questions, they will help your adviser provide you with financial advice that is appropriate for your needs.

Please select the appropriate tick box below.

Q1.

Do you have any specific financial goals for this investment? If you have multiple goals, please choose the main one that applies to you

- No, my investment is to meet a range of goals
- Yes - to meet essential living costs: Any losses from this investment would reduce my standard of living
- Yes - to meet other important financial goals: If this investment fell in value I'd have enough to live on, but couldn't meet these goals
- Yes - to meet non-essential financial goals: I'd still be able to cover my essential living costs and other important financial goals if this investment fell in value

Q2.

How much of your investments could you afford to lose without reducing your future standard of living?

- I can't afford any loss
- I could afford a small loss
- I could afford a medium loss
- I could afford a large loss



Q3.

When is the earliest you plan to take money from your investments?

- Within the next year
- Between 1 and 5 years from now
- Between 6 and 10 years from now
- More than 10 years from now

Q4.

How do you plan to take money from your investments?

- As a single lump sum
- Leave it invested and withdraw amounts only as needed
- Leave it invested and withdraw amounts regularly (e.g. taking it as regular income)
- Leave it invested and only take money out in an emergency

Q5.

How likely is it that you will need to take money from your investments earlier than planned?

- Very likely: Under certain circumstances I can see a situation where I would need to access my investments early – e.g. in a financial emergency
- Possibly: I may need to access my investments early e.g. in a financial emergency
- Unlikely: I won't need to access my investments early as I have other money for financial emergencies
- I can't access some or all of my investments early (e.g. a pension)



Listen + Advise

Prosper

For businesses and individuals that require accountancy and wealth management services, Prime Accountants Group provide straight talking, jargon free, pragmatic advice.

Unlike traditional accountants, Prime are approachable, available and efficient. With a broad depth of expertise, Prime simplify complex requirements to help clients focus on growing their business and wealth over the long term.

Our Values:

Do the Right Thing.

We work with honesty and integrity as we care about the people and businesses we work with.

Simplify the Complex.

We believe in providing straight talking, jargon free, sound advice.

Provide a Personal Service.

We take the time to understand a clients individual requirements and are flexible in our approach to meeting their needs.

Always be Approachable.

We are professional, friendly and always available to help.

Build Relationships.

We believe in treating our colleagues, clients and partners how we would like to be treated.

Keep the Passion.

We take pride in making a tangible difference to help our clients prosper over the long term.

Embrace Change.

We are forward thinking and embrace new technology that benefits our clients.

Be an Ambassador for Prime.

Represent the firm positively and create a great first and lasting impression with colleagues, clients and contacts.



Client Satisfaction

We undertake client satisfaction surveys every two years. The latest client satisfaction survey highlighted the following:

98%

Were satisfied or completely satisfied with our overall service

92%

Would recommend Prime Accountants Group

90%

Are satisfied with the frequency of personal contact from Prime

95%

Believe Prime are flexible in our approach to their needs



“Excellent service & professionalism throughout, as a new client we are delighted with the service”.



Our people, your team

The Prime Wealth team assist individuals, business owners and trustees with a broad range of financial planning, investment, retirement and estate planning needs.



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Glen is the Director of Prime Wealth, specialising in the advice requirements of owner managers and high net worth individuals.

Glen is passionate in the design and implementation of an advice process that not only considers traditional financial planning vehicles but also integrates both tax and legal specialists to cover a far wider range of services than that delivered by a traditional financial planning firm.

Along with advising clients with their various pension, investment and wealth structuring requirements, Glen is the director responsible for the day to day running of Prime Wealth, defining and implementing its service proposition, use of technology, selection of its investment partners and relationship with the professional community.

Technical and administrative support

Glen is supported by a team of paraplanners (technical researchers / report writers) and administrators (the conduit between the client and the many providers that we work with).

This in-house resource is imperative to not only deliver first class client outcomes but also ensures the process is as efficient as possible for all parties.

Prime Accountants Group

As the wealth management arm of Prime Accountants Group we are in a position to provide clients with a range of solutions far greater than that provided by a traditional wealth management firm.

Working with our partners we have the ability to draw on a depth of knowledge in Financial Planning, Tax, Legal and Accountancy services all under one roof.

Best Practice

Prime Wealth is a member of Best Practice IFA Group, a multi-award winning network of Chartered Financial Planners.

Our clients benefit from this relationship with technical support, compliance oversight, training and technology as an industry leading group of companies pooling expertise and resource.



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**Planning
+ Expertise**

Results