Client Satisfaction Survey Results

Beaufort Financial Planning (Yorkshire) Ltd

Data from Autumn 2015

At Beaufort Financial Planning Yorkshire Ltd, our mission is always to deliver real value to our clients.

The financial advice and planning profession has undergone significant changes in recent years. As a profession, adviser firms must conform to high levels of regulation and adapt to ever-changing legislation. In addition, the Retail Distribution Review which came into force in 2013 required changes to ensure more transparency to consumers and raise standards of professionalism that inspire consumer confidence and build trust.

Under this backdrop it is important for advisers to understand how satisfied their client base is and their perceptions of the service provided. We have seen our financial planning skills change our clients' lives for the better and we want to ensure our clients are highly satisfied with the value we are providing and remain engaged with our planning process.

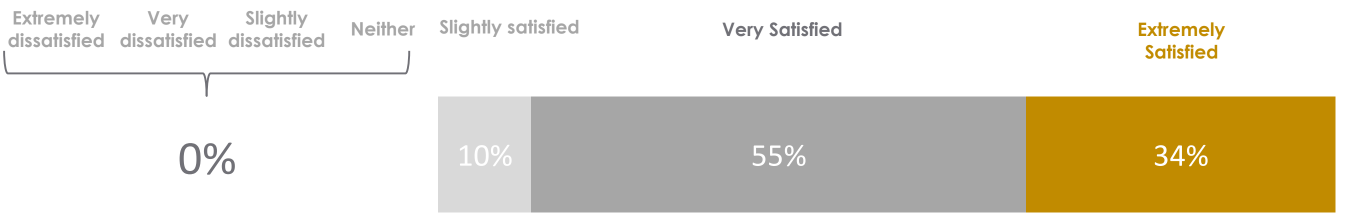
We knew from our 2014 client survey results and from other client comments we regularly receive that many were very happy with our financial planning work. However, we wanted to give our clients a further opportunity to share ideas on what (if anything) could be done by us to continue to improve. In total, 32 clients chose to give feedback on the service received from Beaufort Financial Planning Yorkshire in 2015 and share their ideas on how we can give the best financial planning service.

This document summarises the key insights from our Client survey and highlights what we intend to do in 2016 and beyond to initiate change and improvements. We wish to thank everyone who took part in the survey and shared their thoughts and comments. **Your contribution was invaluable to us.**

Andrew D Elson FPFS CFP^{CM} Chartered MCSI
Chartered Financial Planner
CERTIFIED FINANCIAL PLANNER^{CM} Professional

Sarah Elson DipPFS ACSI
Financial Planner
Independent Financial Adviser

We asked our clients "Overall, how satisfied or dissatisfied are you with the service provided by Beaufort Financial Planning (Yorkshire) Ltd?" Please use a scale of 1 to 7 where 1 is 'Extremely dissatisfied and 7 is Extremely satisfied'



Answered: 29

Note: % appears to add up to 99% due to rounding

Overall Satisfaction

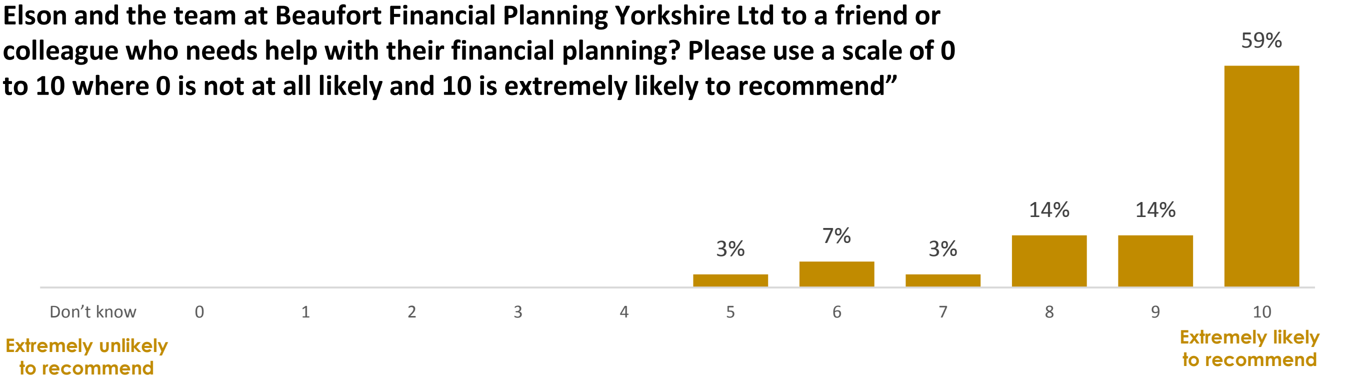
100%

Every client who completed the survey was satisfied (gave 5 out of 7 or above) with service provided by Beaufort Financial Planning Yorkshire

Overall the results of the client survey are very positive. Every client who took part in the research was satisfied with the service. No one was dissatisfied with the service, or even 'Neither satisfied nor dissatisfied'.

Over half answered 'Very Satisfied', with the rest 'Extremely satisfied' with the exception of 3 clients who answered 'Slightly satisfied'.

We asked our clients "How likely or unlikely are you to recommend Andrew Elson and the team at Beaufort Financial Planning Yorkshire Ltd to a friend or colleague who needs help with their financial planning? Please use a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely to recommend"



Q8 Answered: 29

Our clients being likely to recommend us is the best indication we are serving and looking after our clients well. Our clients can feel good about recommending our services to their network of friends and family when they see a need.

These results are really pleasing to us and shows our hard work and business processes are paying off. However we would still like to improve to increase the proportion who are extremely satisfied and have some ideas, detailed later in the report.

Extremely likely to recommend

72%

The majority of clients are 'Extremely likely ' (9 or 10) to recommend Beaufort Financial Planning Yorkshire to a friend or colleague

We asked our clients "How satisfied are you with the following aspects of the service and advice you receive from Andrew Elson and the team at Beaufort Financial Planning Yorkshire Ltd? Please answer on a scale of 1 to 5 where 1 is completely dissatisfied and 5 is completely satisfied"

As with overall satisfaction, no respondent was dissatisfied with any aspect of the service they receive from Andrew or the team. In fact, the majority of clients were 'Very' satisfied for every metric (5 out of 5).

Takes the time

97%

This was the most positive statement with almost every Client feeling strongly that Andrew takes the time to understand their needs and aspirations, testament to Andrew's commitment to financial planning and not 'product selling' as is typical for some financial advisers

Good Knowledge

97%

Almost all clients rate Andrew's knowledge very highly, testament to the Chartered and Certified qualifications and years of experience. Equally client strongly agree their questions will be answered clearly and honestly

No Pressure

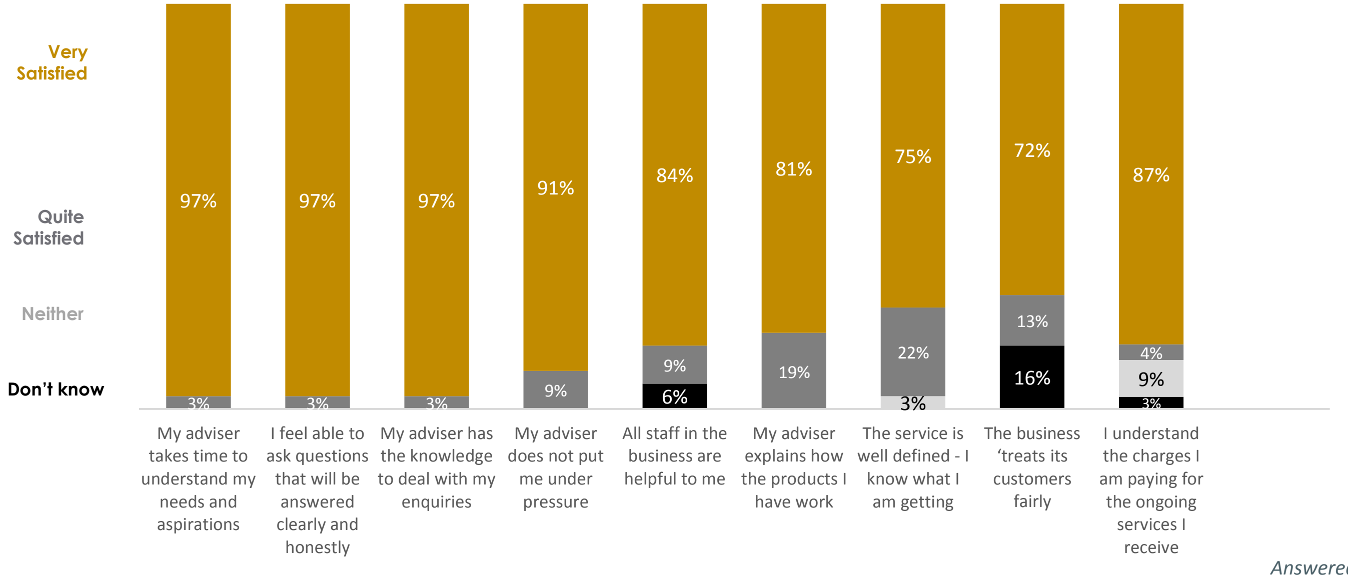
91%

Every client agrees that they do not feel put under pressure when dealing with Andrew. This shows the extent of Andrew's professional manner with clients

More Clarity on Fees

87%

Our clients are satisfied across the board but there could be more clarity on the charges. Also the Industry term "Treating Customers Fairly" could be made clearer as to what this means in practice to a client.



Answered: 40

We asked our clients what extent they enjoyed our newsletter and other communications:

Summary of BIM Documents is valued	93% agree
Email Newsletter is informative and helpful	86% agree

Answered: 29

These results are encouraging and we will continue working to ensure all our communication to you is helpful , worthwhile and concise to keep you informed and save you time.

What are we doing now?

Below are some of the things we are planning to do in our commitment to improving our service further :

#1 New staff member

Our Financial planning services are a team effort. We have recruited a new administration staff member to help with the speed of response to our clients' requests and dealing with paperwork before and after an appointment. Liam started with us on 1st February 2016.

#2 New Meeting Room

We have signed an agreement securing a new downstairs meeting room which has been re-decorated and furnished and ready to use from March 2016. No more flights of stairs to climb for our clients!

#3 New adviser

Since last year's client survey, the business has a new adviser: Sarah Elson. Previous a client relationship manager, Sarah has now achieved full competent adviser status so is able to work with Andrew for review appointments and any client requests.

#4 More communication

Financial plans can be complex and need to be detailed. However, we have created a clearer summary report to be Issued to clients after their annual review appointments taking on board the requests from the survey.