

Data Cleanse & Client Feedback

We would like to thank all of you who responded to our mail out in August to check that the data we are holding on record is correct.

**463 mailings posted,
111 replies = 22% response**

Thank you for your participation. It is important to West Financial Management that we offer you the service you require and value.

- The majority preferred to be contacted by letter.
- Newsletters were valued, but not mail outs.
- Majority valued the annual meeting with valuations.
- Additional valuations were not favoured for an additional cost!
- Highly important to retain a qualified and experienced Financial Adviser.
- Prompt response to enquiries highly valued.

Individual comments will be replied to over time.

Key Data

This past three years has not been easy for the banking and financial services industry. Many of you will have read about the problem with Key Data.

The Financial Services Compensation Scheme (FSCS) imposed an interim levy of £326m to help cover the cost of investors claims made against firms relating to this.

West Financial Management Co Ltd's share of this additional levy fee was £2,117.34, paid 23rd February 2011.

www.fscs.org

West Financial Management Co. Ltd.
would like to wish all our clients
**a happy and peaceful
Christmas and a healthy
and wealthy New Year.**



Question:

Which asset class has performed well, if any, in the past 12 months?

Answer:

Commercial Property

Scottish Life, Life funds
30/09/10 - 30/09/11
13.76% Change

[Source Scottish Life Monthly Performance Statistics]

Past performance is not a guide to the future. Prices can fall as well as rise, meaning you may not get back the value of your original investment. Investment returns may fluctuate and are not guaranteed.

West Financial Management Co. Ltd.

Independent Financial Advisers



WINTER 2011

NEWSLETTER



Volunteering Community Day



This year we went to Dartmoor Zoo, Sparkwell. We helped dig a trench to help drainage in the park. Helen said she enjoyed the experience, but preferred to stick to her day job!

West Financial Management has donated £250 to this Zoo in lieu of posting client Christmas cards.

This Christmas a Hollywood movie starring Matt Damon will be released. 'We Bought a Zoo' is based on the true story around the family who own the zoo.

www.dartmoorzoo.org

WEST FINANCIAL MANAGEMENT CO. LTD.

55 Hyde Park Road, Mutley, Plymouth, PL3 4JN

OFFICE HOURS

9.00am - 4.00pm Monday to Friday.

DROP-INS WELCOME

Please telephone the office first.

Vision Statement

To be the only **trusted** local Company for independent financial planning, specialising in investments, long term care and inheritance tax advice for you, your family and business.

Values Statement

To be a client focused firm of independent financial advisers who **care for** their clients and give **excellent service**, with a high standard of ethics, knowledge and experience. **Giving the peace of mind** clients are seeking, along with a pleasant environment for employees to work in.

New Team Arrangements

Stephanie Johnson

Office administrator and accounts



Stephanie has now been employed on a full time contract, following successfully holding this full time position whilst Stacey was on her maternity leave.

She is very busy following her recent training, getting the majority of the provider commission payments to now come in electronically and be reconciled.

Stacey Allen

Business Co-ordinator



Stacey has returned to the office now on a part time basis. She is supporting Helen with running the business administration.

Monday – Thursday
9.30am – 12.30pm

Neil Gillibrand

Research Manager



We are very pleased with Neil's progress in becoming Diploma qualified. This year he has passed the CII examinations RO1, RO2 and RO3, only two more to go!

The deadline to meet the Retail Distribution Review (RDR) is December 2012. Neil has the technical training and experience to assist with queries and can provide information, but is not yet licenced to give advice.

Sue Wilson

Compliance Contractor



Sue is doing a fantastic job of co-ordinating the suitability letters, overseeing company correspondence and dealing with all areas of compliance to FSA regulations.

Sue is highly experienced and qualified. Before having her three children she ran the Plymouth office for Guardian Financial Services

Moira Porter

Audio Typist and Database Management



Moira works part time supporting the office with her high speed typing skills. She does an excellent job of co-ordinating our client database information, along with helping with mail-outs, such as this newsletter!

Succession

Funds currently within our agency approximately £27 million. In the medium term we would like to grow this to £50 million.

Helen is building a business for lifestyle and not for sale. Ultimately a management buyout would be a preferred way to plan for the company to exceed Helen's retirement age! Helen plans to work as long as her health permits. Ernest Bertie and Ivor Jones (still not retired, I don't think!) worked well into their 70's, Helen believes 60 is the new 30!

Helen enjoyed Million Dollar Round Table (MDRT) this June, which was held in Atlanta, Georgia, USA. The speakers were excellent and she had an opportunity to meet other successful Financial Advisers from around the world.

Helen's Working Hours



Monday: office based, liaising with the staff.

Tuesday, Wednesday and Thursday: client meetings

Helen has been working this schedule now for 18 months to allow time to write a book 'Secrets of a Financial Adviser - What They Didn't Tell You in the Classroom'. Later a website aimed at educating young people about the world of finance, savings, debt and credit cards etc will also be created.

The book will be available in the New Year hopefully! Watch this space.

New Car

West Financial Management have invested in a three year old Mini Cooper (Helen did pay 50% of the cost!).

This car has low CO₂ 104cc and is very tax efficient both for Helen and the company. If any clients who would like to know about this tax break on cars for directors or sole traders please contact our office.



Other news

November 2011 celebrated one year of Helen owning the freehold office premises.

We are pleased to welcome two new tenants, Jeanette Roberts, of First Care South West – specialising in care for the elderly and Martin Beer, retired IFA, who are both renting office space.

Possibly another Financial Adviser joining us in January 2012.

