



People You Can Trust

The Self-Employed Independent Financial Advisers guide to working with MHW



MARKLAND HILL WEALTH

Independent Financial Advisers

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WHY CHOOSE MARKLAND HILL WEALTH?

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At Markland Hill Wealth, everything that we do has our Advisers interests at its core. We understand the importance of supporting our Advisers to allow them to forge a successful career in Financial Services.

Our Advisers offer advice on every aspect of their clients' financial needs: from a core strategy on Retirement Planning and Investments to Mortgages and Protection Insurance. We recognise our clients' values and opinions and are very proud to incorporate ESG principles in our business practices and our client investment approach.


In addition to these areas, they have access to other relevant business areas such as Wills, Commercial Lending, Secured Loans, Conveyancing and Forensic Accounting to name but a few.

Ongoing training and development are key to our ongoing success, and ensures that Markland Hill Wealth remains equipped to offer the client the best possible service and advice, both now and in the future.

We will look to support you in ways that are a best fit for you – from getting started, training & development right through to business support and business generation.

WHO ARE MARKLAND HILL WEALTH?

Markland Hill Wealth is an established directly authorised IFA firm with over £1/3 Billion of Assets Under Management and Advisers based across the UK.



This is an exciting time for Markland Hill Wealth, it's clients and advisers alike.

WHY CHOOSE MARKLAND HILL WEALTH

Advice from Markland Hill Wealth is unique. Our directors have vast experience of both the financial services industry and the world of commerce. We know what our clients want because we have been clients ourselves.

This is an exciting time for Markland Hill Wealth, it's clients and advisers alike as we have ambitious expansion plans.

In these uncertain times, the need for independent regulated financial advice has never been more important. Natural economies of scale will release further funds and we intend to use these for further growth and ever improving client attention.

We are backed up by the UK's No.1 provider of regulatory and business support to the retail financial service market with independent compliance, marketing and business development support, mortgage clubs, technical guidance, and innovative business growth offerings.

So, if you want to know more about joining Markland Hill Wealth as a self-employed Independent Financial Adviser, get in touch to discuss how we can support you to achieve that goal and what your future could look like.



BUSINESS GENERATION...



You have chosen to be your own boss. The challenge is to build a business support mechanism around you that allows you to focus on servicing your clients' needs.

At Markland Hill Wealth we understand that a healthy pipeline of new business is essential for every business and so we support our Advisers in the following areas:

■ **MARKETING SUPPORT/MARKETING MATERIAL**

We have our own marketing team who provide a vast array of sales support material to help you secure new business and retain the business you've worked so hard to win. As well as access to central resources, our team can work with you to put together bespoke campaigns. We're particularly strong in the social media arena and will help you grow your digital footprint.

■ **BUSINESS INTRODUCERS**

Having been in the industry for many years we have established relationships with a vast range of business introducers for the benefit of our business and Advisers.

As part of our relationship with you, we will help build a plan to source and cultivate these relationships for yourself and provide you with the tools to maximise their potential.

■ **INDIVIDUAL CASE SUPPORT**

Many of our existing Advisers feel the value of working through their cases with a colleague or Director, especially if within a specialist advice area or one you are not involved with on a regular basis. Face to face or virtual support is available to you without limit.

■ **REGULAR ADVISER WORKSHOPS**

We're a team at Markland Hill Wealth and we regularly get our Advisers together to provide training, often tapping into the expertise of Providers and Lenders. We've set up knowledge groups to share experience, best practice and efficiencies. The Executive Team pride themselves in developing and supporting our Advisers.

COMPLIANCE, BETTER SAFE THAN SORRY...



Compliance ensures a safety net for both our Advisers and their clients by always ensuring that correct processes and procedures are adhered to.

■ COMPLIANCE & SUPERVISION SUPPORT

We have our own Compliance Director and a support team who can assist you with every aspect of the client journey from cases needing pre-approval through to suitability letters, AML requirements and ensuring your own Professional Development is up to date.

■ COMPREHENSIVE PII COVER

When you join Markland Hill Wealth you can rest assured that we've put professional indemnity insurance in place to cover any claim brought against you.

■ CPD SUPPORT PROGRAMME

We see the onus on us to give you access to sufficient and relevant CPD experiences and material to help your ongoing professional development as well as meeting your minimum annual CPD requirements.

■ CUSTOMER JOURNEY

As the customer is at the heart of everything we do, it is obviously important that our Advisers can demonstrate to the FCA that we take TCF seriously.

We offer support and the tools to demonstrate that through a robust advice process to maximise the client experience.



HELP WHERE IT'S NEEDED...



At Markland Hill Wealth we understand that we're all in it together and from time to time that means offering a helping hand.

■ ADMINISTRATION SUPPORT AVAILABLE

We have a central team of support staff who you are able to engage to keep your pipeline clear and your earnings flowing.

This can range from individual parts of the client journey such as research, illustrations or suitability documentation or on a whole case basis.

■ MARKLAND HILL WEALTH ADVISER SITE

We have created a dedicated, password controlled section on our website for Advisers giving access to a range of documents, sales aids, case studies, and tools required to advise clients.

■ EFFICIENT PAYMENT PROCESS

Markland Hill Wealth understand how important it is to pay our Advisers quickly and fairly to maintain that key element of trust. We have a dedicated team tasked with matching commission statements to Advisers as soon as they are received. This allows us to do two pay runs every month.



GETTING STARTED...



At Markland Hill Wealth we believe in putting your best foot forward and that begins with your first step.

Before you join us, we'll be doing a lot of work behind the scenes to make sure you hit the ground running.

■ TOOLS

The day you start you'll have an email address with branded signatures, a supply of business cards, a stock of stationary, and we'll provide you with marketing and sales material, so that you can begin advising clients straight away.

■ SMOOTH TRANSITION

Clearly client retention will be very important to you and we can help with the transfer process to make this as seamless as possible for you and your clients. In particular we will work with you on a welcome campaign to outline the benefits to your clients in becoming part of the Markland Hill Wealth family.

Even if you've chosen to work from home, there's still the opportunity to "hot desk" and use one of our offices as a base.

■ SYSTEMS TRAINING

We understand that even the most experienced Adviser may not be familiar with the IT systems we use, let alone those new to the industry.

The great news is that we chose our software package because of its simplicity as well as its functionality.

Thorough training will be given as part of your induction as well as ongoing support. You're never on your own at Markland Hill Wealth.

DEVELOPMENT & TRAINING

We're proud of our track record in developing our people. A number of the team who joined us in administration roles have been given the support and training to go on to become Mortgage & Protection Advisers, and others have progressed from those roles to be Independent Financial Advisers.

■ SALES AND PRODUCT TRAINING

We regularly discuss training needs with our Advisers and meet their needs through a combination of in-house training and coaching as well as utilising our excellent relationships with Providers. Delivery can be 1-2-1 or group sessions. We understand that no two clients have the same needs. Our Executive Team is vastly experienced and will have come across most scenarios before and are on hand to help and assist with any complex case you may come across.



ONE STOP-SHOP...



The Executive Team at Markland Hill Wealth have been in this industry a long time and have built a number of relationships aimed at enabling our Advisers to meet the needs of their clients.

We prefer to use trusted and vetted partners to help deliver that.

As well as strengthening your reputation with your client as a solution provider, you remain in control of the whole process.

We have made this profitable for our Advisers too with commission sharing arrangements in place.

Here is just a sample of those additional services.

- **Estate Planning**
- **Commercial Finance**
- **Commercial Insurance**
- **SSAs**
- **DB Pension Transfers**
- **Conveyancing**
- **Forensic Accounting**
- **Tax Advice**

We have also set up a formal referral system between our Mortgage Advisers and our Financial Advisers, so you can choose to specialise in the areas you want to.

Many of our Financial Advisers refer mortgage business internally as they choose to work as high-level experts within their own specialist field. Likewise, our Mortgage Advisers don't give advice on pensions and investments but do complete a holistic fact-finding process.

Our internal scheme recognises the referred business to count towards an Adviser's fee earning potential and gives the opportunity to receive a share of any fees and commission received.

THE SELF-EMPLOYED ROUTE



PEOPLE YOU CAN TRUST

Whilst the list of advantages of coming under the Markland Hill Wealth brand are important, we do understand how important it is for you to have confidence in client ownership and an exit strategy.

We hope that if you join, you will always be happy working within Markland Hill Wealth. That said, we understand that there are circumstances that lead to inevitable change of situations. With our down-to-earth approach you can rest assured that you will retain your clients as part of our proposition.

YOUR EXIT STRATEGY

If the time comes for you to leave or retire, it is important to know that you have chosen an organisation that has in place an exit strategy for you to access. A company that you know well and can trust to treat your clients with the same care and attention as you have done over the years.

As we understand each adviser's circumstances to be unique to them, any exit package would be tailored to fit your needs and requirements.

NEXT STEPS

If you would like to know more, we would be delighted to meet on an informal and strictly confidential basis.

It would be great to understand more about you and your business before we meet. You will find an enquiry form on the next page of this brochure, for completion.

ENQUIRY FORM



Name	
Business Name	
Are you currently a Whole of Market IFA?	<input type="checkbox"/> YES <input type="checkbox"/> NO
If no, have you ever previously been registered as an Independent Financial Adviser? (Please include dates)	
Best contact email	
Best contact telephone number	
Last two years gross fee income	
Specialisations	
Professional Qualifications	
What I am looking for	

Once completed, please send this form to:
Email: djd@mhwifa.co.uk | Telephone: 0151 928 6778
Please mark your form for the attention of David Dawson.

People You Can Trust

Be part of something special

Contact us in confidence to discuss the opportunities that can support the growth of your business



MARKLAND HILL WEALTH

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