



# WHY CHOOSE MHW?

#### WHY MHW?

At MHW, 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 MHW remains equipped to offer the client the best possible service and advice, both now and in the future.

and business generation.

#### WHO ARE MHW?

MHW is an established directly authorised IFA firm with over £1/2 Billion of Assets Under Management and Advisers based across the UK.

This is an exciting time for MHW, it's clients and staff alike. 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

# DEVELOPMENT & TRAINING

At MHW it's not just about our competitive salary, 25 days annual leave plus Bank Holidays and flexible working patterns, we offer unlimited bonus potential and include both performance and quality-based bonus schemes.

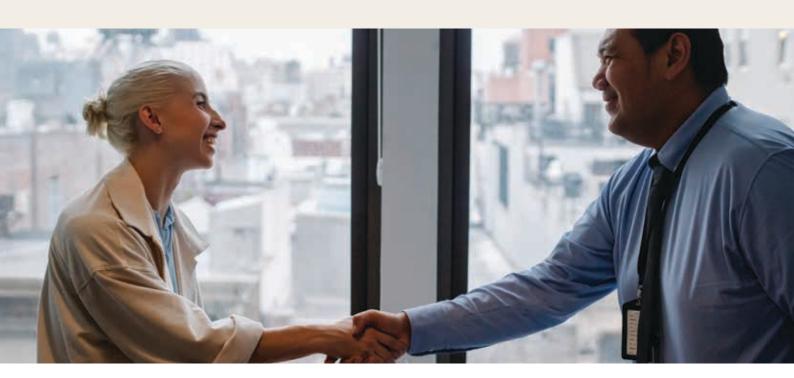
This ensures that your earnings can be maximised whilst also being rewarded for the quality of advice you provide.

Advice from MHW 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 MHW, it's clients and staff 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 MHW as a Financial Adviser or Mortgage & Protection Adviser, get in touch to discuss how we can support you to achieve that goal and what your future career could look like.



## BUSINESS GENERATION...



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



#### **LEAD SUPPLY**

We are able to source and generate leads in most areas of the country. These leads are for Advisers who may looking to supplement their own self-generated business with company supplied new enquiries.

#### 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 teach you how to find and cultivate these relationships for yourself and provide you with the tools to maximise their potential.

#### REGULAR ADVISER WORKSHOPS

We're a team at MHW 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 supported by a team of supervisors and compliance officers who will 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 MHW 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 MHW 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 utilise 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.

#### MHW 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

MHW 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 payments to Advisers as soon as they are received.



## GETTING STARTED...



At MHW 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 signatures, a supply of business cards, a mobile phone, a stock of stationary and we'll provide you with a laptop, so that you can begin advising clients straight away.

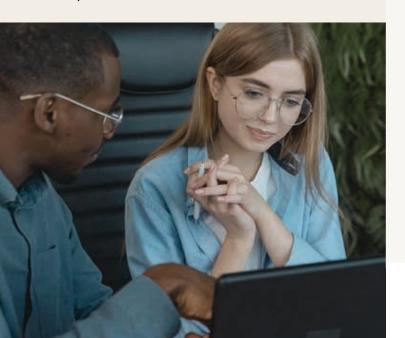
Even if you've chosen to work from home, there's still the opportunity to "hot desk" and use one of our offices as a base.

#### 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 MHW.



# 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.

As we continue to grow, supervisory roles will begin to open up for those who wish their careers to go in that direction.

### PROFESSIONAL QUALIFICATIONS

We encourage our Advisers to continue their professional studies and will support them in achieving the necessary qualifications for career progression.

#### 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 MHW 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.

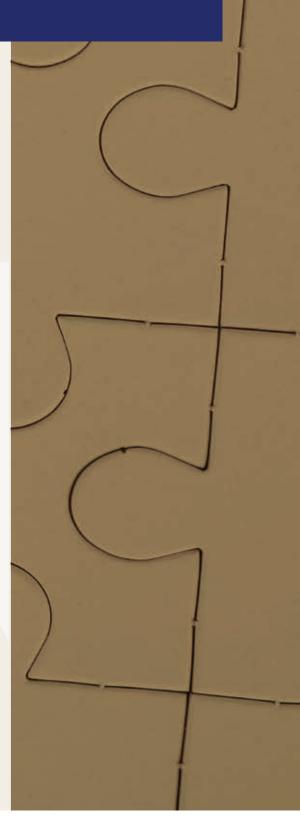
Here is just a sample of those additional services.

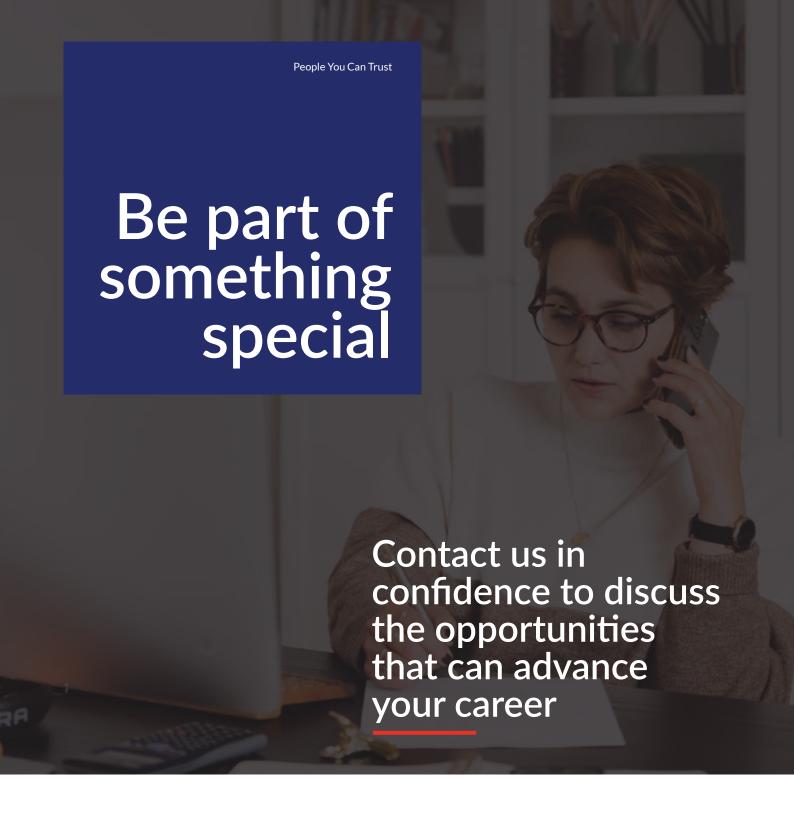
- Will writing/Power of Attorney
- Commercial Finance
- Commercial Insurance
- SSASs
- DB Pension Transfers
- Conveyancing
- Forensic Accounting
- Tax Advice

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.







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