PK GROUP
LONDON

THE SELF EMPLOYED INDEPENDENT FINANCIAL ADVISER GUIDE TO WORKING WITH PK GROUP

The Self Employed Independent Financial Advisers guide to working with PK Group

Contents:

Introduction by Patrick Kennedy

CEO of PK Group

Thank you for taking time to learn more about PK Group. Whether you are directly authorised or working with a network, we offer an enviable environment in which to work.

At PK Group we strongly believe that the environment in which we work influences outcomes for clients. We therefore strive to create and maintain an office culture that is collegiate, inclusive and enjoyable. But please don't just take my word for this. Listed below are some of the adjectives that have been used by employees and self employed financial consultants to describe the group:

Dynamic and Professional

Driven

Ethical

Progressive

Family Orientated

Democratic

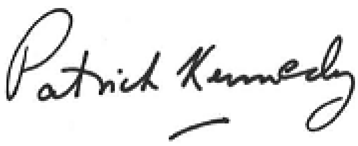
Clients' needs are getting ever more complex and our Multi-Disciplinary Practice (MDP) has been designed to address these requirements. The MDP enables you to work with and rely on an integrated team of fellow PK professionals from different disciplines and provide your clients with a holistic financial service. Consultants are therefore able to generate additional revenue from existing clients without passing them to third parties.

We have nine core values which define our corporate culture. Our performance against these values is regularly reviewed to ensure we remain on track. You can read more about our core values on page 4.

I appreciate that something has prompted you to read this brochure. If you are thinking about moving from your current environment we would be pleased to speak with you on an informal basis.

I look forward to hearing from you.

Kind regards



Patrick Kennedy

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PK Group

PK Group is a fast-growing, London-based multi-disciplinary practice. As one of the leaders of the new generation of financial services companies, we are dedicated to using our experience, expertise and support to help you grow your business and act as trusted advisor to your clients.

We offer a comprehensive range of services, enabling self employed financial advisers to make the most of their time advising clients.

Our Values

PK Group has nine core values to which we adhere. These values provide a professional and ethical framework to the way we do business and help us maintain consistently high retention of employees, advisers and clients.

Our core values are:

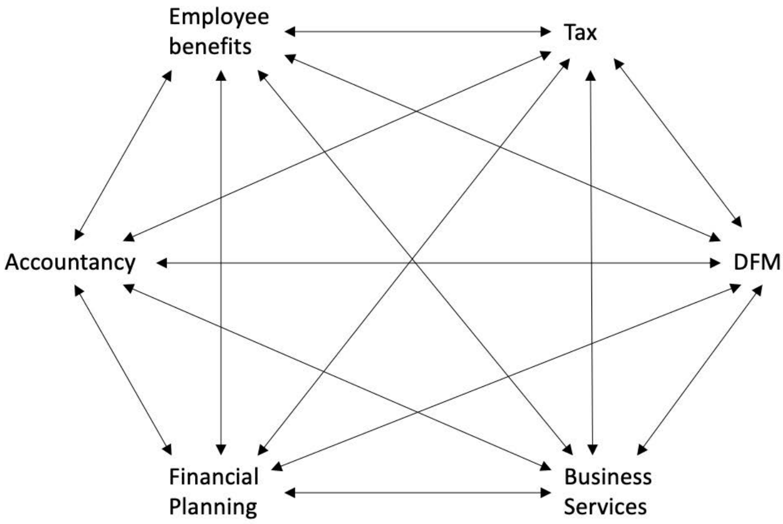
Trustworthiness	Would you be willing to put yourself in a position of vulnerability in the expectation that we will not let you down?
Integrity	Do we do the right thing?
Ambition & Courage	Are we trying to improve ourselves?
Courtesy	Do we treat everyone as we would wish to be treated?
Discipline	Do we do what we say we will do?
Passion	Do we show enthusiasm and conviction?
Warmth	Are you happy to spend time with us?
Responsibility	Do we take ownership of our duties?
Service	Do we go the extra mile to keep our internal and external clients completely satisfied?

If you share our values you will flourish at PK Group.

Our Multi-Disciplinary Practice

Being a multi-disciplinary practice provides more services being offered by most financial planning organisations. Our business includes access to a multi-disciplinary team enabling our financial advisers to offer a broader financial service solution in-house.

The diagram below portrays how we use the MDP to achieve this:



Consultants are supported by a comprehensive range of skills and expertise offered by qualified accountants and tax specialists assisted by strong marketing, administration and compliance teams. Alongside these services we have our own DFM PK Wealth, PK Wealth provide model portfolio services and bespoke portfolio services. Please click here for further information

The Self Employed Route

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 PK Group we provide business support to our consultants enabling them to focus on providing the right services for their clients. The following are part of the PK Group package:

1. Full compliance support	8. Para-planning and report templates
2. Marketing support	9. Peer group meetings and events
3. Robust asset management proposition	10. Ownership of clients
4. Business development opportunities	11. Client sourcing opportunities
5. Training and competence	12. Specialist tax planning support
6. Professional Indemnity Insurance	13. Regulatory costs
7. Complete office systems	14. Exit strategy

It is simple to list the benefits of coming on board with PK Group, but we do understand how important it is for you to have confidence in client ownership and an exit strategy.

Joining the Team

PK Group has a comprehensive on-boarding process. We aim to reduce the waiting time to a minimum so that you can be advising your clients as soon as practicable.

Working with our compliance and technical support team we will start the process to fit in with your circumstances. We have prepared a separate document that guides you through the process. This can be provided at any stage and access to our compliance team is a given to discuss any questions you might have.

We hope that if you join, you will always be happy working within PK Group. However, we understand that there are circumstances that lead to inevitable change of situations. With our pragmatic approach you can rest assured that you will retain your clients as part of our proposition.

The Client Offering

We are passionate about providing clients with what they need. Through the breadth and depth of skills within the firm we offer you the ability to provide your clients a full holistic financial service, with all the key components in house.

We offer a fully supported portfolio management capability, with unique offerings from some of the country's leading managers, or the ability for you to build portfolios for clients.

Our aim is to help you provide your clients with the level and quality of service they expect, whether this be on an ad-hoc 'on request' basis or a full '365' wealth management offering.

Your Exit Strategy

If the time comes for you to leave or retire, it is important to know that you have a strong group that has in place an exit strategy for you to access. As we understand each consultant'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 our website or in the back of this brochure, for completion and return to us.

Enquiry Form	
Name	
Business Name	
Are you a restricted adviser	Y/N
If yes, have you ever 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

welcome@pkgroup.co.uk

Telephone

020 8334 9953

Please mark your form for the attention of **Martin Crawley-Boevey**.

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