CenturyFP
Chartered Financial Planners

Financial relationships built over time

“An investment in knowledge pays the best interest”

Benjamin Franklin

> Great things are not done by impulse, but a series of small things together
> *Vincent van Gogh*

Investing in relationships

There are no quick fixes in financial planning. That is why at Century Financial Planning we believe that building long-term relationships with our clients is the best way to fine-tune their financial requirements over time, leaving our clients free to get on with their business, while we get on with ours.

Our clients

Our experience has shown that the clients we work best with are looking for direction in their future planning, whether it be saving for their future or spending during retirement. We don't expect our clients to be financial experts – we like to think that that's where we come in – but a little enthusiasm and desire to engage in the planning process can really help.

Our people

We are proud of who we are: a tight-knit family of personable, professional, locally-based individuals. And we really love what we do; helping to shape the financial decisions that will secure our clients' futures. We are small enough to offer a truly personal, lifelong financial service, and dedicated enough to have gained the gold-standard title of "Chartered Financial Planners" by the Chartered Insurance Institute.

Our ethos

Our chartered status requires us to follow the strictest code of ethics; yet, quite honestly, we couldn't do our jobs properly without the level of skill and diligence that the title demands. We earn the trust of our clients by getting to know them and their personal circumstances as well as we would if we were, in fact, family. So, whilst we don't expect an invitation to dinner, we are there for every milestone, every unexpected event, and every success.

> "What we hope ever to do with ease, we must first learn to do with diligence"
> *Samuel Johnson*

Tel: 01753 622 756 Email: mail@centuryfp.co.uk

Putting the client first

The first meeting with a client is at our expense. This is when we look to understand their current circumstances and more importantly what they aspire to in the future. We then propose a way of working together, including how we are paid for our work. Any relationship must be profitable to both parties. If we do agree to take things further, we pride ourselves on looking at the entirety of a client's finances from their perspective, with detailed analysis undertaken, projecting a client's financial future. Any considerations made are only ever for the client's long term benefit – even if there is no immediate gain to ourselves.

No pressure

We consider our clients' circumstances and aspirations against the backdrop of the whole financial market without any bias towards a particular provider or product, meaning that we work solely for our clients at all times. There is no pressured selling and no passing from one department to the next as a client's needs change. When we do recommend transactions, our in-house client services team is on hand to support the process, but only once clients have agreed to the plan – including the cost of our consultancy – in writing.

Taking the long-term view

Our clients are always on our mind. We constantly monitor changes that might affect a client's financial arrangements and aim to keep clients themselves up to date with relevant market information. And, of course, we are always willing to meet for a more detailed chat about any change in circumstances that has financial consequence.

To set up an initial meeting please contact one of our Financial Planners and let your finances become our priority.

A brief history of St Stephens House

Our offices are in St Stephens House; one of Windsor's many beautiful, historical buildings. Situated close to the town centre, just north of the Church of Clewer, St. Stephens, it dates back to the 1870s and was originally a primary school serving the 1,900 or so inhabitants of the parish. A century later, the school - having merged with another local primary school - moved into larger premises, paving the way for the office complex that prospers today.

Century Financial Planning | St Stephens House
Arthur Road | Windsor | Berkshire | SL4 1RU

01753 622 756
mail@centuryfp.co.uk
www.centuryfp.co.uk