

## Our Core Values and Business Practices

Loch Fyne Financial's objective is to provide clear, no nonsense financial advice to clients, without bias to product providers. In doing so we aim to deliver a service that is easily understood and better able to achieve our clients' financial goals

We have established a set of core values which form part of our personal, professional and business lives. A profession such as financial planning has ethical standards because they help define who we are and how we do things. They differentiate us and help staff, customers and others to understand the purpose and approach to our business. Our staff are familiar with these values, and align their business practices to support the corporate philosophy.

Loch Fyne Financial maintain a fixed value system alongside a flexible approach to business strategy which contributes to our success.

We agree with the Chartered Insurance Institute (CII) that businesses in the professional advice sphere should aspire to values associated with integrity and professionalism, transparency and openness, and the pursuit of quality. Business practices are the methods, processes and rules followed to help achieve objectives. Aligned with the values, these are driven by ethical and customer-focused considerations.

We regularly examine our existing business practices to ensure they are fair, efficient, effective and responsive to change. As a management team we seek out examples of best practice, both elsewhere in the advice sector and in the wider commercial community, and implement whatever improvements are appropriate to our own circumstances.

In summary, our Core Values require that individuals within our firm must:

1. Comply with the CISI and CII Code of Ethics and all relevant laws and regulations.
2. Act with the highest ethical standards and integrity.
3. Act in the best interests of each client.
4. Provide a high standard of service.
5. Treat people fairly regardless of: gender, age, disability, marriage and civil partnership, pregnancy and maternity, race, religion and belief.

The fair treatment of clients is at the heart of our business model. Our Clients expect financial services and products/solutions that meet their needs from a firm they trust. We strive to achieve 6 outcomes for clients, as suggested by the FCA, and listed below:

**Outcome 1:** Clients can be confident they are dealing with a firm where the fair treatment of clients is central to our corporate culture.

**Outcome 2:** Services and products marketed and advised upon by our firm are designed to meet the needs of identified clients and targeted accordingly.

**Outcome 3:** Clients are provided with clear information and are kept appropriately informed before, during and after the point of advice.

**Outcome 4:** Where clients receive advice, that advice is suitable and takes account of their circumstances.

**Outcome 5:** Clients are provided with solutions that perform as we have led them to expect, and the associated service is of an acceptable standard and as they have been led to expect.

**Outcome 6:** Clients do not face unreasonable post-advice barriers from us to change product/solution, switch provider, submit a claim or make a complaint.