

RCN

FINANCIAL PLANNING

Clarity. Confidence. Freedom.

020 3971 8743 | robert@rcnfp.com | www.rcnfp.com

FCA No: 630443 | Appointed Representative of Best Practice IFA Group Limited (FCA No: 223112)

INTRODUCTION

This brochure provides an overview of RCN Financial Planning Ltd — who we are, how we work, and the value we can add to your financial planning journey.

For full details of our services and fees, please refer to the RCN Service Charter, available on request or at www.rcnfp.com.

OUR CORE PRINCIPLES

RCN was founded in 2015 around three simple but important principles that underpin everything we do:

01

Always in Your Best Interests

Financial planning should always be designed around meeting your objectives and with your best interests in mind.

02

Clear & Understandable Advice

Recommendations should be easy to understand. Advice that cannot be understood by you is not appropriate advice.

03

Fair & Transparent Charges

There are charges for advice, but these should be reflective of the work undertaken — appropriate, clear, and easy to understand.

ROBERT NORMAN APFS · CHARTERED FINANCIAL PLANNER



“My job is to give you the best possible chance of achieving your goals.”

Robert Norman APFS · Chartered Financial Planner

I have worked in the financial services industry for over 23 years, 11 of which have been as a Chartered Financial Planner. Easily my favourite part of the job is sitting down with long-term clients to strategise unique solutions in a complex world to help them achieve their life goals.

I like to think of myself as an open person and try to approach every client as an individual with individual needs. I am open to taking on new clients who understand the value of financial planning and want long-term working relationships.

I believe technology is an undeniable and unavoidable part of this industry, and I try to embrace it wherever it adds genuine value — without exposing my clients to unnecessary risk. Client data protection is paramount.

Outside of work you would find me spending invaluable time with my young family, watching and playing sport — more watching these days — or hopelessly trying to improve my chess strategy.

WHAT DOES A TYPICAL RCN CLIENT LOOK LIKE?

RCN has clients ranging from age 39 to 89, though the core of our client bank are people either approaching or already in retirement. We advise everyone for whom we feel we can add value — from those starting their financial planning journey through to clients in their later retirement years, withdrawing capital and income from their portfolios in a tax-efficient manner.

Our clients like to be part of the financial planning journey with frequent input at regular reviews. They expect a high standard of service, knowledge, and expertise, and understand that this comes at a cost — but that value added is more important than fees charged. RCN promises to always charge what we deem to be a fair fee and to never charge for advice we do not expect to add value.

Our clients enjoy a multi-decade, transparent relationship with Robert — direct access at every step of the journey with the person who strategises their advice, implements it, and ensures it remains appropriate at regular reviews.

RCN specialises in investment and retirement planning but offers whole of market holistic advice. RCN also advises small to medium-sized companies and trusts.

WHY RCN?

RCN was built in 2015 around a single conviction — that genuinely independent advice, delivered without compromise, gives clients a fundamentally better chance of achieving what matters to them.

We believe that financial advice is the single most important professional advice clients receive in their lifetime. The truth is, good financial planning is the difference between setting and achieving sensible goals — and blindly aiming at an unknown target.

Due to the levels of regulation in the financial services industry, it is almost impossible for a firm like RCN to be directly regulated and still have the flexibility to offer the advice it prides itself on. Being an Appointed Representative of Best Practice IFA Group allows us to do precisely this.

An organisation of this calibre provides RCN with comfort and assurance around the regulatory framework of the proposition and services we deliver to our clients.

By leveraging the quality and services of Benchmark — a Schroders plc group company — we have comfort that we will remain at the leading edge of our profession. Many of the benefits we derive have direct value-add relevance for our clients:

- An independent complaints handling process for all of our clients
 - Enhanced professional indemnity insurance
- Integrated client technology systems, including the Wealth Platform
- Independent compliance supervision of RCN and the suitability of our client advice

By being an Appointed Representative of Best Practice, RCN also benefits from connection with other industry-leading IFAs and IFA businesses. This synergy of knowledge offers a stronger collective in terms of advice — with the flexibility of allowing RCN to remain selective in who we work with, and to build a company within our vision of keeping clients at the forefront of everything we do — and ultimately, helping you achieve your financial goals.

We also believe technology should serve clients, not expose them to risk. We use automated workflows to work more efficiently, but client data is never shared with public AI platforms. Every recommendation you receive is the considered judgement of a qualified adviser — technology assists the process; it never replaces the person.

THE INITIAL ADVICE PROCESS

RCN offers an initial advice process that sets the baseline for an ongoing value-based relationship, if desired and appropriate. Each step is designed to ensure we fully understand you before making any recommendations.

Discovery Meeting — Free of Charge

An exploratory meeting for you to get a feel for whether RCN is the right organisation for you. We take time to understand your needs and objectives, moving at your pace. There is no obligation to proceed and no cost to you.

Full Get-to-Know-You Meeting

Once you have decided to proceed, this meeting captures the detail that forms the foundation of excellent advice. RCN typically spends more time here than the industry average — and believes this is why it has such successful long-term client relationships.

Establish Your Goals and Objectives

RCN will not proceed until goals and objectives that are genuinely important to you have been set and understood. We spend time helping you articulate what you want to achieve within a financial planning context.

Establish Your Priorities

Where not all goals can be met simultaneously, RCN helps prioritise them to ensure you get what matters most. This is essential in a world of infinite wants but finite resources.

Establish Attitude to Risk and Capacity for Loss

RCN considers three factors: how you feel about risk, how long you have to invest, and how much risk you can afford to take. We use risk profiling, cashflow modelling, and detailed discussion to ensure you understand the investment journey ahead.

Analysis of Existing Planning

A thorough review of what you already have, considering whether it remains appropriate or whether something more suitable can be provided.

Research of Potential Solutions

Extensive whole of market research to ensure recommendations offer a realistic chance of meeting your goals and objectives.

Construct a Holistic Financial Plan

A full financial plan to help you achieve your goals. If you prefer to focus on one area, RCN will facilitate this.

Meet to Discuss the Financial Plan

RCN provides a report prior to the meeting so you have time to digest the recommendations. Robert Norman APFS then meets with you to explain the advice and answer any questions.

Agree Implementation

Robert Norman APFS guides you through implementation, taking the administrative burden away from you entirely.

At the end of the initial advice process you will have the protection of a regulated, accountable piece of advice — confirmation of whether you are on track to achieve your goals and, if not, how to remedy this.

Please see the Service Charter for full details and examples of costs.

THE ONGOING SERVICE PROPOSITION

If you decide that you would like an ongoing service, and it is appropriate, RCN will provide advice every year to help keep you on course to meet your goals — and offer remedies if you are not.

RCN offers three levels of ongoing service depending on fee level, based on a percentage tiered charging structure:

Service	Perpetual <i>Fee above £5k</i>	Prominent <i>£1k–£4,999</i>	Primary <i>Up to £1k</i>
Review Meetings	Two per year	Annually	Annually (remote)
Financial Coaching	Ongoing	Ongoing	At reviews
Investment Performance & Benchmarking	Annually	Annually	Annually
Investment Performance Commentary	Annually	Annually	Annually
Reviewing ATR & Capacity for Loss	At least every 2 years	At least every 2 years	At least every 2 years
Review Suitability Report	Annually	Annually	Annually
Extraordinary Annual Review	On request	Charged	Charged
Aim to Respond to Enquiries	Within 24 hours	Within 48 hours	Within 48 hours
Access to Wealth Platform	Yes	Yes	Yes
Investment Strategy	DFM or Model Portfolios	DFM or Model Portfolios	Model Portfolios
Bespoke Investment Strategy	Yes	Charged	No
RCN Newsletter	Quarterly	Quarterly	No
Cashflow Modelling	On request	Once/year	Charged
Tax Harvesting	On request	On request	Charged
Other Advice	On request	Charged	Charged
Retirement Plan	On request	Once at retirement	Charged
Estate Preservation Plan & Gifting Strategy	On request	Charged	Charged
Top-ups or Consolidation	On request	Charged	Charged
Education Planning	On request	On request	Charged
ISA & GIA	Yes	Yes	Yes
Investment Bond	Yes	Yes	Yes
Offshore Bond	Yes	Yes	No
EIS, VCT & Specialist	Yes	Yes	No
SIPP	Yes	Yes	Yes
SSAS	Yes	Yes	No
Trusts	Yes	Yes	No

Please see the Service Charter for full fee details and examples.

HOW DOES THE ONGOING SERVICE ADD VALUE?

Regularly meeting to review your financial affairs is an integral part of the financial planning journey. It gives RCN the opportunity to sit down with you and your family, reflect on the past year, look forward, and ensure everything remains on track.

Performance Benchmarking

Returns alone tell us very little. RCN benchmarks your investment performance against sector averages, offers commentary, and makes recommendations to change strategy or fund if necessary.

Attitude to Risk Reviews

Regularly reviewing attitude to risk and capacity for loss means you remain invested within your tolerance from year to year — whatever the economic or geopolitical environment. Auto-rebalancing helps keep your portfolio aligned to your chosen risk level.

Auto Rebalancing

- Resets your portfolio back to your agreed investment mix on a regular basis
- Proactively considers tax consequences and utilises available tax reliefs and allowances
 - Keeps investments aligned to your attitude to risk and capacity for loss
 - Adjusts dynamically for swings in markets

Cashflow Modelling

Cashflow modelling provides a visual illustration of how your wealth will move over time in relation to your financial goals. It allows RCN to scenario-test plans against historical market events — giving you considerable comfort and a more informed understanding of your plans.

Financial Coaching

RCN sees itself as your financial coach — both at the initial advice stage and on an ongoing basis:

- When and how much to invest — and when to release capital
 - Reassurance during volatile market conditions
 - Understanding how markets operate and the journey ahead
 - Understanding legislation and tax changes
- Helping separate short-term market noise from material changes to your circumstances

Please see the Service Charter for full details and examples of costs.

BUILDING AN INVESTMENT STRATEGY

Building an investment strategy suitable for your needs is an important part of the financial planning journey. Before any investment is considered, a thorough risk assessment is undertaken to ensure you understand how investments behave and whether you can afford and are willing to take the risk.

RCN's investment proposition is researched to provide the most suitable solutions for your needs. We choose to outsource investment management to professional money managers — our skill is in selecting which ones to blend together to build portfolios aimed at meeting your goals.

Active vs Passive

Passive (index tracking) is a lower-cost approach that does not attempt outperformance — it simply tracks its index. Active management attempts to select stocks the fund manager believes can outperform the benchmark, at higher cost. RCN believes investment is nuanced and will spend considerable time ensuring you understand the approach most suitable for your situation.

Pound Cost Averaging

By investing at regular intervals, you spread the timing risk of when you buy units — buying more when prices are lower, benefiting when prices rise. When decumulating, negative pound cost averaging must be carefully managed — regularly selling units in volatile environments can lock in losses.

Investor Types

High-Risk / Sophisticated Investors

RCN typically advises active management through discretionary and model portfolios, and can introduce bespoke investment solutions for different pots of money.

Low-Risk Investors

RCN tends to use lower-cost passive or tracker investments for cost-sensitive investors expecting lower returns over time.

Growth Investors

RCN advises an investment solution designed to grow money above inflation, with pound cost averaging working in this investor's favour.

Income / Capital Withdrawal Investors

RCN advises solutions designed to counteract negative pound cost averaging and inflation, typically using more than one strategy. Clients are encouraged to plan their withdrawal strategy approximately 5 years before commencing withdrawals.

It should be noted that investment returns are not guaranteed and the values can go down as well as up. You may get back less than your original investment.

OTHER SERVICES

Companies

RCN has experience advising companies and directors — including Shareholder Protection, Key Person and Relevant Life cover — ensuring protection is correct and tax-efficient. RCN also offers IFA surgeries for companies to offer their employees on a quid pro quo basis.

Education Planning

RCN can help you put in place a financial plan to meet university costs in full or in part, reviewed annually to ensure you remain on track.

Technology & Tools

RCN uses professional tools to conduct research and analysis of provider and product solutions. We also use automated workflows to improve administrative efficiency, with client data protection paramount — all client data remains within our secure, controlled systems and is never shared with public AI platforms.

Continual Professional Development

Robert Norman APFS maintains a comprehensive CPD record, meaning you always have access to a financial planner with up-to-date knowledge and expertise.

OUR APPROACH TO TECHNOLOGY & AI

We believe technology should serve clients, not expose them to risk. At RCN we use automated workflows — currently running within Microsoft Power Automate — to work more efficiently. But client data is never shared with public AI platforms.

Every recommendation you receive is the considered judgement of a qualified adviser. Technology assists the process; it never replaces the person.

We keep this position under active review as the landscape evolves, always with client protection as the primary consideration. For full details please see our AI Policy at www.rcnfp.com.

S U M M A R Y

RCN goes above and beyond to offer you the best opportunity of meeting your financial planning goals.

RCN will only ever charge what it deems to be fair and if it expects to add value. RCN can demonstrate many ways in which it adds value and offers a level of service greater than you can expect to experience elsewhere.

Financial planning cannot guarantee success — but by choosing RCN you are working with a firm that leaves no stone unturned to ensure you have the best possible chance of achieving your financial goals.

*“My job is to give you the best possible chance of achieving your goals.” Robert Norman
APFS · Chartered Financial Planner, RCN Financial Planning Limited*

Contact Us

020 3971 8743 | robert@rcnfp.com | www.rcnfp.com

CKR House, Dartford, DA1 1RZ

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