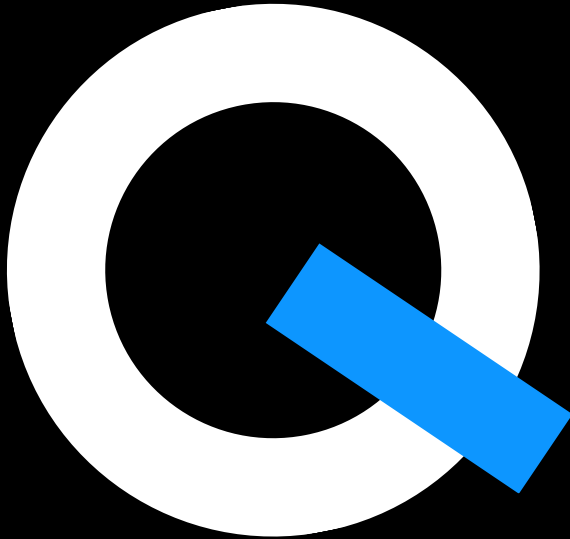


11th February 2022

RQ Ratings Report

Kingsfleet Wealth



Overall Rating

96%

Regulatory
Checks



Services &
Independence

100%

Client Track
Record

96%

Planners,
Team &
Qualifications

95%

Business
Fundamentals
& Governance

95%



The better way to recommend
a Financial Planner

RQRatings.com

Kingsfleet Wealth Regulatory Checks



All RQ Certified firms must:

1. Have an unblemished record with the FCA
2. Never have been refused PI Insurance
3. Where applicable, never have been found in breach of the CII or CISI Code of Conducts
4. Never have misrepresented its credentials
5. Have no directors associated with previously failed firms, particularly where liabilities were avoided or passed to the FSCS (aka 'Phoenixing')

Failure in respect of any of the above automatically disqualifies a firm from becoming RQ certified.

RQ does not automatically disqualify a firm because it has received complaints or had claims made against it through the FSCS, unless, in our view, they are indicative of systemic failings / concerns.

FCA



**Code of
Conduct**



**Complaints &
FSCS Claims**

None

Phoenixing

None

PI Insurance



Accreditations



Kingsfleet Wealth Services & Independence

Independent

Restricted – Whole of Market

Restricted – Not Whole of Market

Kingsfleet Wealth is 100% operationally independent and offers fully independent advice – as defined by the FCA.

The firm specialises in Lifetime Estate Planning, Later Life Care fees planning, Trustee Investment Pensions and supporting clients through divorce.

The firm does not take on one-off transactional work and does not assist with Defined Benefit pension transfers.

Kingsfleet Wealth Ltd is FCA-regulated for the following activities

Investments



Savings



**Pensions
(excluding
Defined-Benefit
pension transfers)**



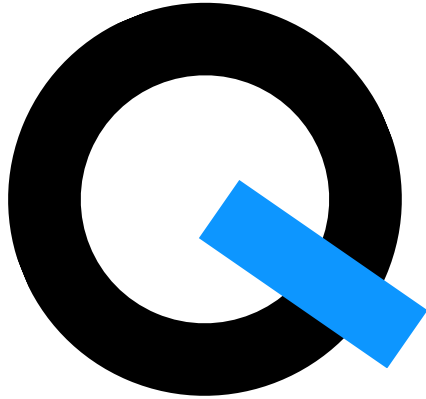
Estate planning



Insurance



Kingsfleet Wealth Client Track Record



Kingsfleet Wealth's client retention rate of 99% is market leading with each planner looking after an average of 80 clients.

The firm prides itself on helping clients who are starting their financial planning from scratch and clients who need extra attention.

Client track record **96%**

Planner : Client Ratio **94%**

Client Commitments **98%**

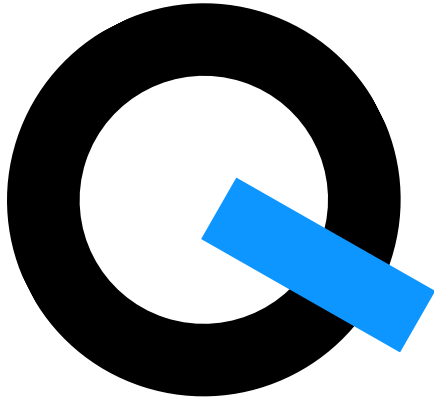
Fees & Value for Money **92%**

Client Orientation **98%**

Client Retention **98%**

Kingsfleet Wealth

Planners, Team & Qualifications



Colin Low has 28+ years' experience and is highly qualified.

Kingsfleet favours hiring junior professionals and training and nurture them in-house and adopts a team-based approach to Financial Planning.

**Planners,
Team &
Qualifications**

95%

Qualifications

94%

**Planner
Retention**

N/A

Remuneration

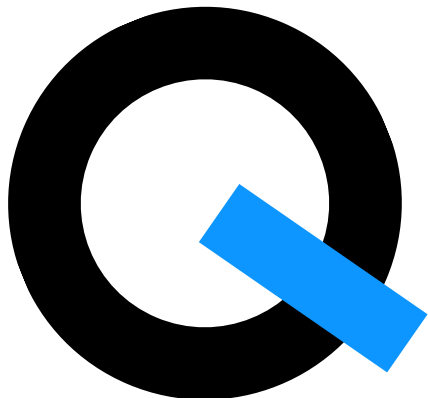
90%

Experience

95%

Kingsfleet Wealth

Business Fundamentals & Governance



**Business
Fundamentals
& Governance**

95%

The firm has enjoyed steady increase in its Funds Under Direction (FUD) over the past five years and continues to grow its client base.

RQ looks very favourably on the firm's decision to grow organically. The firm's position appears to be strong due to the lack of long-term debt and the stable strategy for growth.

Colin Low owns a 50% stake in DFM provider RXi, which the firm uses to provide client services. This represents a potential conflict of interest but this is not of concern as this is made clear to all clients and is fully disclosed.

FUD Trend

90%

**Strategy &
Outlook**

95%

Debt

100%

**Conflicts of
Interest**

90%

**Cyber
Security**

98%

Kingsfleet Wealth

Key Details

Key Details



Company

7051136



URL

kingsfleetwealth.co.uk



FCA

514731



Years operational

11



of office locations

3



HQ

Claydon Court, Old Ipswich Road,
Claydon, Suffolk IP6 OAE



Accredited Financial Planning Firm™ (CISI)?

No



Corporate Chartered Financial Planning Firm (CII)?

Yes – 10 years

History of the Firm

Kingsfleet was founded by Colin Low and began supporting clients who had been referred from a local law firm. The firm became Chartered within 12 months of its launch. The name “Kingsfleet” was taken from Colin Low’s primary school and is also the name of a tributary of the River Deben where Edward III fitted out his fleet for his expedition to Flanders in 1338.

Recently, the firm attained the “Gold standard award” for Independent Financial Advice (small firms).

Office and Client Locations



Client location

90% of the firm’s clients are in East Anglia (primarily Suffolk) the rest are across the South of England with just one client in Edinburgh

Kingsfleet Wealth

Regulatory Checks

Good to know

'Phoenixing' refers to the practice of individuals closing the business they were involved with and attempting to start afresh, in order to conceal their previous behaviors and track record.

Often, this will involve avoiding liabilities and in turn, passing them to the FSCS.

RQ carries out detailed background checks to help avoid this risk and the advancement of undeserving individuals.

Sources we check



Financial Conduct Authority (FCA)

All companies associated with Kingsfleet Wealth Ltd have an uninterrupted record of being regulated by the FCA and, as detailed in the 'Services & Independence' section of this report, offer advice that is Independent.

Complaints

The company informs us that it has received 2 complaints from clients.

A search of the Financial Ombudsman Service (FOS) shows 0 complaints against the firm which was not upheld.

FSCS Claims

A search of the Financial Services Compensation Scheme (FSCS) shows that neither Kingsfleet Wealth Ltd nor the directors associated with Kingsfleet Wealth Ltd have had to issue compensation via the FSCS.

Phoenixing

Searches of the Bankruptcy and Insolvency Register and Disqualified Directors Register are clear - meaning the directors involved with Kingsfleet Wealth Ltd have not been associated with firms that went into administration or failed.

Accreditation verification

Both firm and individual-level qualifications have been cross-checked with the relevant accreditation bodies (e.g. CII, CISI, SOLLA, STEP etc.) and are as described by the firm.

Has the firm ever breached the CII or CISI Code of Conducts?

No

Has firm ever been refused PI Insurance?

No

Kingsfleet Wealth

Services & Independence

What Kingsfleet Wealth offers advice on

Area	Restricted		Independent	Notes
	Not whole of market	Whole of market		
Pensions (other than pension transfers)	-	-	✓	-
Pension Transfers	-	-		<i>The firm chose to withdraw from this market earlier in 2021</i>
Savings & Investments	-	-	✓	-
Mortgages	-	-	-	-
Life and Protection Insurance	-	-	✓	-
Tax Planning	-	-	-	-
Estate Planning	-	-	✓	-
Auto Enrolment & Workplace Pensions	-	-	-	-



Cashflow modelling

All of Kingsfleet Wealth's new clients receive financial planning backed by cash flow modelling. The firm uses Cash calc to deliver its Cashflow modelling.



Investment Philosophy

The firm outsources its investment management process to either: 1). DFM RXi Wealth (co-owned) or 2). Multi-Asset/Multimanager solutions – this decision is reviewed annually based on an annual due diligence review.



ESG

The firm states that ESG is now a key aspect of everything that the firms with ESG factors taking into consideration within its holistic financial planning activities. The firm is currently a Carbon Charter Silver holder and has applied to become a B Corp business.

Kingsfleet Wealth

Profile of Clients Served

Good to know

RQ looks favorably on firms with a clear client orientation. Those firms trying to be 'all things to all people' are less likely to deliver good outcomes for their clients.

Some firms might have very tightly defined niches (e.g. they specialise in looking after Non-Domiciled individuals, or dealing with Pension Transfers or Estate Planning), where others might be set up as 'expert generalists', who provide comprehensive support to clients with broader needs / a more varied client base.

Who they see their ideal clients as

The firm focuses on helping clients who are starting from scratch and those who need a bit of 'hand holding' and extra attention/guidance.

Who they do not help

- Individuals with £100,000 or less
- Individuals who wish to 'self-invest'
- Individuals who think they know the best solution themselves
- Individuals who will not pay for Independent Financial Advice

Special focus areas

Lifetime Estate Planning

Later Life Care fees planning

Trustee Investment

Pension and Divorce

Kingsfleet Wealth

KPIs, Commitments & Market Position

99%

Client Retention Rate

Key client metrics

On average, over the course of the last five years, Kingsfleet Wealth has enjoyed a client retention rate of c.99%.

Currently, the firm's approximated planner to client ratio sits at 1:80 clients.

What clients can expect

In general, the clients can expect the following steps

1. Initial conversation to understand their aims
2. Following completion of an online fact-find, an initial 'current position' meeting is held to confirm understanding and to look at a basic Cashflow planning projection
3. The firm obtains information of existing plans, analyses these and then makes a recommendation with an updated Cashflow plan
4. A meeting is then held with the client to present recommendations
5. Assuming the client is happy to progress, recommendations are implemented
6. Review meetings are either at 6 months (depending on client requirements) or 12 months for all clients

• Tools:

The firm uses Cash Calc as its Cashflow modelling software and as the means for fact-finding, clients are sent a link into a secure portal into which they are requested to enter data. Alongside Cash Cal, Kingsfleet use IO and Transact.

1:80

Planner : Client Ratio



of Clients

▲ 5.3% in '21 Vs '20

Kingsfleet Wealth

Fees & Value for Money

Good to know

Most Planning Firms will charge a one-off fee to cover the delivery of the initial planning process, including all meetings, data harvesting, regulated advice, report-writing, strategy implementation etc.

Coming Soon

Value for Money Index

Good to know

RQ is developing a 'Value for Money' benchmark that will consider several different factors including Geography, Experience and Qualifications of Planners, Sophistication of Offering, Overall Costs, Client Feedback and Track Record.

Fee structure

Initial Fees

Kingsfleet Wealth charges an initial fee of £1,750-£3,500, depending on the complexity of advice and investment amounts

Implementation Fees

If a client wants the firm to implement its initial recommendations the charges are:

Investment amount	% of assets fee
< £2 mil	1.0%
> £2 mil	0.9%

Ongoing Fees (for portfolios up to £4m)

MPS (DFM) Costs

0.23%

Investment funds

0.5 – 0.6%

Investment administration platform

0.10% - 0.30%

Ongoing Financial Planning Support

- c. 0.65% - 0.85%, based on investment amount
- Subject to a minimum of £1,500 p.a.

Transactional / Hourly Fees

After numerous attempts to calculate an hourly fees and charge it fairly, the firm has chosen to do away with hourly rates as they have recognised that it disincentives the use of technology and the aim of a swift service delivery.

Kingsfleet Wealth

Planners, Team & Qualifications

Good to know

RQ believes the majority of Planner remuneration should be non-bonus related. Equally, we view Planners being employed by the firm (as opposed to self-employed) as a positive.

Coming Soon

Planner Qualification Index

RQ Benchmark: TBC

Employment Status

Advisers are employed full time by the firm

Remuneration

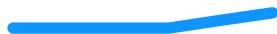
Advisers receive a mix of salary and discretionary bonus.

Years' Experience

Advisers have a combined 30+ years of experience.

Qualifications

Colin Low is highly qualified. He is a Chartered Financial Planner and Fellow (CII), a Chartered Fellow of the CISI, holds the STEP Certificate for financial services and is a SOLLA (Society of Later Life Advisers) Accredited Later Life Adviser.



Total Headcount

▲ 11% in '21 Vs '20

Kingsfleet Wealth

Business Fundamentals & Governance



Funds Under
Direction (FUD)
▼ -0.4% Vs '19

Funds Under Direction (FUD) Trend

Over the course of the past five years, Kingsfleet Wealth has enjoyed an average FUD growth of approximately 5.3%

Growth Strategy and Outlook

Kingsfleet Wealth plans to continue to grow organically. The firm's view is that they grow best from the ground up – bringing in people at the apprentice level, training them through to administrator and senior administrator or planner, in-line with the growth of their client base. The firm's approach continues to be widening the pyramid rather than acquiring new businesses.

Kingsfleet Wealth

Business Fundamentals & Governance

Corporate Structure

Kingsfleet Wealth Ltd
07051136

Directors



Colin Ian Low
Director, 53

Ownership of shares
– More than 50% but
not more than 75%



Melonie Margaret Low
50

Ownership of shares
– More than 25% but
not more than 50%

Any single person owns more than 50%?

Colin owns 50%. However, the entire business is owned by the Low family.

Changes to ownership structure

There are no substantive changes to the ownership structure planned over the near to medium term.

Kingsfleet Wealth

Business Fundamentals & Governance

Conflicts of Interest

Colin Low owns a 50% stake in Discretionary Fund Manager RXi Wealth. Some, but not all, of Kingsfleet's clients are invested in Model Portfolios constructed by RXi. This represents a potential conflict of interest. This is managed by clear and proactive disclosure of this relationship to clients.

ESG considerations in advice (Environmental, Social and Governance)

The firm states that ESG is now a key aspect of everything that they do within the business. For example, the firm is currently a Carbon Charter Silver holder and have submitted its application to become a B Corp business.

The firm states that its use of RXi DFM MPS service is primarily because of its bias to Sustainable investment solutions.

About the RQ Ratings Framework

What Makes a Good Ratings Model

- **Unbiased.** The ratings obtained from the model should be objective and consistent, i.e., if the inputs are the same and the methodology is similar then the results obtained by different analysts should also be similar.
- **Discriminatory Power.** The rating model should have good discriminatory power i.e., classification power between excellent and average Financial Planners and ratings be comparable among different Financial Planning Firms.
- **Make Intuitive Sense.** A good rating model should have factors that make intuitive sense, and it is advisable that the factors within the model are not highly correlated with each other. Too many factors (>20) each with small weights make the model both unwieldy and reduce the impact of individual factors in the final output.
- **Quantitative and Qualitative.** The model should include both quantitative and qualitative factors, with factors limited only to the major rating drivers that are common to most Financial Planning Firms and not the exhaustive list of factors that will need to be considered for each individual rating.
- **Transparent.** The limitations of the model should be clearly noted. Any model necessarily represents a simplified view of the world that it is intending to represent; these points of simplification / assumptions should be made clear to 'consumers' of the model's output.
- **Governance.** The sales team and ratings team should be kept separated by a Chinese wall.
- **Justification.** Any rating overlays and overrides should be recorded with supporting information.

The RQ Ratings Process

1. Financial Planning Firm applies to become RQ rated.
2. Collection of information: DDQ & Interview + Public information.
3. Analysis and Rating recommendation.
4. Rating committee: Experts consider and provide feedback on the rating recommendation.
5. Rating notification: Opportunity for the Financial Planning Firm to challenge the rating.
6. Rating dissemination: Rating and supporting documents shared with the Firm's list of referrers. If the Firm achieves a rating of >80%, they can add the RQ kite mark to their website.
7. Surveillance: Firm is monitored on an ongoing basis and rating updated if any material changes to its circumstances.
8. Yearly review cycle: re-analysis of the Firm's rating and factors (from step 2).

How to interpret an RQ Rating

Scope, Limitations and Assumptions

RQ's ratings - which are assigned to the Financial Planning firm and not individual Planners - are a combination of current and forward-looking indicators that help referrers assess the likelihood of a good experience and outcome for their clients.

In assigning a rating, RQ incorporates the most significant factors that could affect the above and as such, the methodology considers a broad range of qualitative and quantitative factors in order to assess the Financial Planning firm's ability, stability, resilience and position in the market.

The scorecard is not an end-all: it is limited to the major rating drivers that are common to most Financial Planning firms and not an exhaustive list of factors we will consider for each individual rating. The scorecard outcome will not match the actual rating in many cases, as it is to provide a starting point for a more thorough analysis. The final rating is determined by the RQ Rating Committee after careful consideration of all relevant factors.

How to Interpret the Scorecard

The RQ scorecard provides insights and supports a detailed analysis of the Financial Planning firm. The Total Rating, which consists of an easy-to-understand number from 1 to 100%, quickly conveys an overall assessment of the firm's 'Referral Quotient'. The Total rating is a weighted average of 20 sub factors, which explore strengths, weaknesses and vulnerabilities, grouped into different categories.

Rating Banding	Confidence in Client Outcomes	Suggestion for Referrers
90% – 100%	Very High	Can very confidently refer clients.
80% – 90%	High	Can comfortably refer clients.
70% – 80%	Fair	Potential concerns. Can consider referring clients if concerns are not material in respect of the services required.
60% – 70%	Adequate	
50% – 60%	Moderate	
40% – 50%	Low	Further Due Diligence should likely be conducted by the referrer before referring clients.
30% – 40%		
20% – 30%		
10% – 20%	Limited	
0% – 10%		

RQ has developed its proprietary ratings methodology in collaboration with Chartered Accountants, Auditors, Vulnerable Client Solicitors, Credit and Debt Analysts and the Financial Planning Community. RQ will subject itself to third party audit and scrutiny to ensure our own internal processes and systems remain robust on an ongoing basis.



Disclaimer

The reports produced by us (RQ Ratings Limited) should be used as a background guide only and are statements of opinion, not fact. They have been produced by us following initial due diligence carried out on the Financial Planner and are updated monthly following ongoing monitoring.

The reports focus on the Financial Planner's client proposition, their internal structures and governance which underpin and facilitate the delivery of services and advice to clients, their trading and regulatory history and their financial soundness (by reference to their management and public accounts).

RQ Ratings Limited does not assess or consider the quality of each firm's advice on individual client files or their investment track record.

Although we have taken reasonable precautions to ensure that the reports produced by us are accurate and up-to-date, the reports do not guarantee the quality of advice or investment outcomes for any particular client of the firm, and we cannot and do not accept any responsibility (to the fullest extent permissible by law) for any loss and/or damage sustained as a result of your reliance on the content of the reports. The reports do not comprise a recommendation to use (or not) a particular firm, nor do they comprise investment advice.