

PENSION   
POTENTIAL

# Guided Annuity Service





# Welcome to Pension Potential

**We are a financial planning business who pride ourselves on providing our clients with quality professional and impartial services.**

Currently, from age 55, you can access your pension pot in a number of ways. Whether you're thinking of taking your pension soon, or you're not quite there yet, we offer specialist guidance to help you make the right decisions.

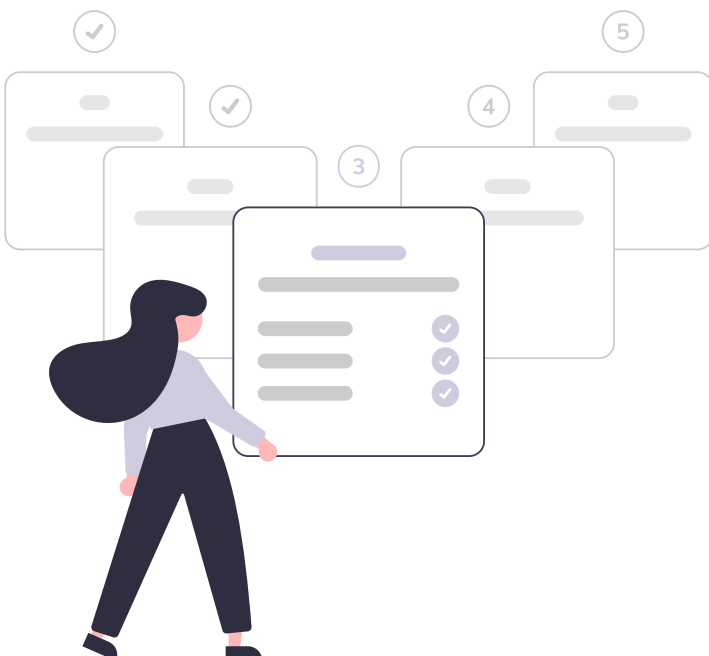
## **How we will work with you**

Pension Potential offers a guidance service to help you select how you want to access your pension pot. This involves us providing generic support and information to you.

If you decide to take your pension pot as a guaranteed income (known as an annuity), we will help set this up for you. We will not provide financial advice as part of this service.

Further details of our guidance services are set out in this document.

If you would like financial advice, we can provide you with details of our financial advice services.







# Our services and typical fees

**This service is meant for people who are happy to use the information we have provided to decide for themselves how they want to take income from their pension pot.**

After reading the information we have provided, if you think an annuity is the right option for you, we will ask you to provide us with further information about you, and to select the type of annuity you want.

We will then research the whole of the market to find an annuity that provides you with the highest level of income based on the type of annuity you want and the size of your pension pot.

If you decide you want to buy the annuity offered by the provider we identify from our research, we will help to set it up for you.

Please note that under our guidance service we will not provide any financial advice or undertake an in-depth review of your pension or financial circumstances. This service is for people who want to reach their own decisions on the most appropriate product to provide a retirement income and don't wish to pay an adviser to provide them with advice.

The decision to buy an annuity is based on the information we provide. If you are unsure or uncomfortable making the decision yourself, we recommend you seek financial advice before proceeding. We can refer you to a financial planner to provide you with advice. If you would like financial advice, we can provide you with details of our financial advice services.

Our guidance service is usually appropriate for those with smaller pension pots, where the cost of receiving advice would disproportionately affect the amount you'd have left to buy an annuity.

## Guidance service typical fees

Pension Potential will not charge you a fee for our guidance service as we will receive commission from the product provider for arranging an annuity for you. The commission we receive from the provider is based on the amount invested in your annuity after any tax free cash payment, which is taken into account when calculating their annuity rate. Details of our commission will be provided to you in an illustration in advance of the annuity being set up.

Commission on annuities typically varies between 1.5% and 3%, depending on the annuity provider.

### Typical commission example – service for an individual with a £75,000 pension pot:

- Providing information and a personalised Pension Options Pack;
- Researching the whole annuity market;
- Providing a quotation based on your preferred annuity options; and
- Arranging an annuity, with a 1.5% commission rate.

Information provided	Research and quotation	Implementation fee	Commission paid by provider
No fee	No fee	Paid by commission	£1,125



# Important information about our services

## How we are paid for our services

We will be paid by commission from the provider of the annuity we set up on your behalf.

## Your data

To arrange and perform the contract between us, we will process personal data about you.

This will be the information you, your employer or your pension scheme give us to enable us to provide you with information about us and your options for taking your pension pot.

If you wish to purchase an annuity, we will be required by regulations to verify your identity and complete anti-money laundering checks before we can proceed. Details of how we will process your personal data can be found here

[pensionpotential.co.uk/privacy-policy](https://pensionpotential.co.uk/privacy-policy)



## Instruction

We will only arrange an annuity for you where we have your express instructions to do so.

## Debt management

We will not advise you if you are experiencing difficulties managing debts. Free help and advice about managing your debts is available by contacting the Money and Pensions Service:

[moneyandpensionservice.org.uk](https://moneyandpensionservice.org.uk)



## Client money

We do not handle clients' money and we never own the products that you buy through us. We never accept a cheque made out to us, unless it is in settlement of charges or costs for which we have sent you an invoice, nor do we handle cash.

## Conflicts of interest

We will always act in the best interests of our clients. To help ensure this, we have a conflicts of interest policy. We can provide a copy of this on request.

Our employees are salaried and do not receive commission for the sale of products. Employees may receive performance bonuses which are not based on the sale of specific products or services. The bonus structure is managed through company policies to ensure it does not create conflicts of interest to the fair treatment of our clients.

## Terms of business

By appointing us to act on your behalf for the purposes of arranging an annuity, you confirm that you have read and understood this document and that you agree to undertake business with us in accordance with the terms set out in this document.

If any provision in this document is held by any court or other competent authority to be void or unenforceable in whole or in part, the contract shall continue to be valid as to the other provisions and the remainder of the affected provision.



# Important information about our services

The contract between us shall be governed in accordance with the Laws of England and Wales and each party hereby submits to the exclusive jurisdiction of the courts of England and Wales.

Third party rights under the Contracts (Rights of Third Parties) Act 1999 are excluded.

## Client categorisation

While providing this service, we will act as an insurance intermediary and we will classify you as a retail client for the purposes of the Financial Conduct Authority (FCA) Rules. As a retail client, you can request to be recategorised as an elective professional client.

This may be generally, or in respect of a service, type of transaction or product, and is subject to the following:

- All requests for reclassification must be made in writing;
- We will consider such requests on a case-by-case basis against the criteria set out in the FCA's rules.

We will confirm the scope of any reclassification along with the consumer protections you will lose as a result. You can elect to be re-classified as a 'retail' client which offers you more protection.

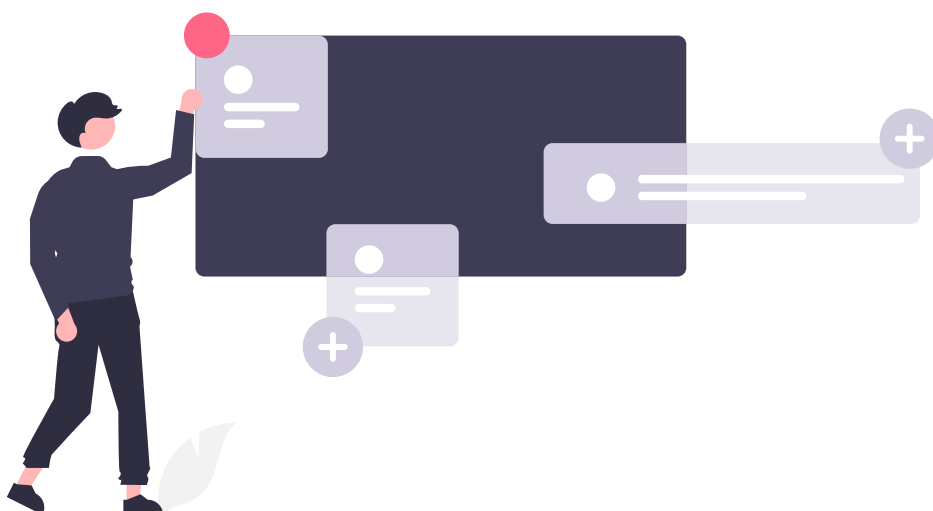
You must keep us informed of any change to your circumstances that could affect your categorisation.

## Our regulatory status

Pension Potential is authorised and regulated by the Financial Conduct Authority.

Our FCA Reference number is: 121328. Our details can be checked online on the Financial Services Register at the following website: <https://register.fca.org.uk>

Our registered office is 11 Strand, London, WC2N 5HR. We are registered in England and Wales No. 00873463.





# How to complain about our service

If you are unhappy with the service you have received or a product we have arranged on your behalf, a copy of our complaints procedure, which sets out how we will handle your complaint, is available upon request.

This can also be found on our website at:

[pensionpotential.co.uk/  
complaints-policy](https://pensionpotential.co.uk/complaints-policy)



If you would like to make a complaint please contact us:

**Post:** Complaints, The Compliance Officer, Pension Potential, 11 Strand, London, WC2N 5HR

**Email:** [complaints@pensionpotential.co.uk](mailto:complaints@pensionpotential.co.uk)

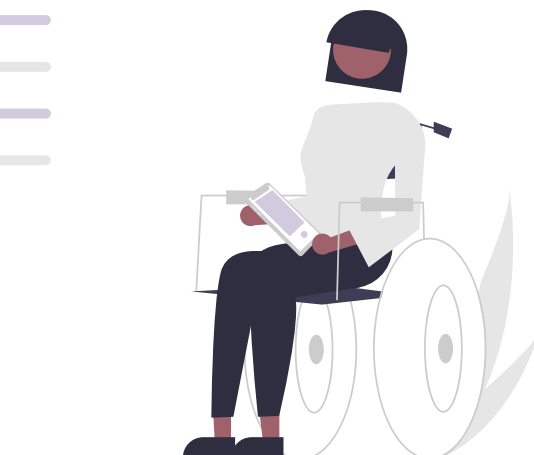
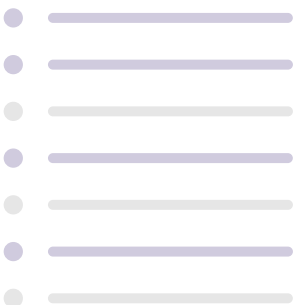
**Phone:** 020 3327 5500

If we are unable to settle your complaint or you are unhappy with our response, the Financial Ombudsman Service may be able to help. We will explain how at that point.

Further information about the Financial Ombudsman Service is available:

**Phone:** 0800 0234567

**Online:** [www.financial-ombudsman.org.uk](http://www.financial-ombudsman.org.uk)





# The Financial Services Compensation Scheme (FSCS)

Pension Potential is covered by the FSCS. You may be entitled to compensation from the scheme if we or the insurance company with which we set up an annuity on your behalf cannot meet its obligations. If you're drawing a set retirement income from an annuity 100% is covered.

Further information about compensation scheme arrangements is available from the FSCS.

**Address:** Financial Services Compensation Scheme, PO Box 300, Mitcheldean GL17 1DY

**Telephone:** 0800 678 1100 or 020 7741 4100

**Email:** [enquiries@fscs.org.uk](mailto:enquiries@fscs.org.uk)

[www.fscs.org.uk](http://www.fscs.org.uk)



# How to contact us

03330 705650

[hello@pensionpotential.co.uk](mailto:hello@pensionpotential.co.uk)

11 Strand, London WC2N 5HR

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