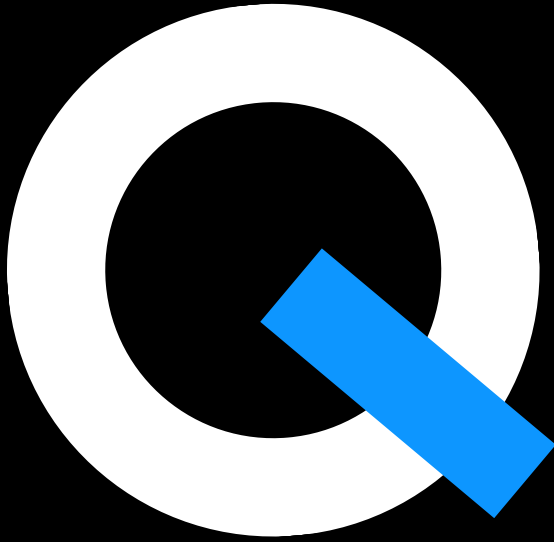


# RQ Ratings Report

## Centurion Chartered Financial Planners



Overall Rating

4.9

Regulatory  
Checks



Services &  
Independence

4.9

Client Track  
Record

4.9

Planners,  
Team &  
Qualifications

4.8

Business  
Fundamentals  
& Governance

4.7

# Centurion Chartered Financial Planners

## Regulatory Checks



### All RQ Certified firms must:

1. Have an unblemished record with the FCA
2. Never have been refused PI Insurance
3. Never have been found in breach of the CII or CISI Code of Conduct
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**



# Centurion Chartered Financial Planners Services & Independence

---

## Independent

---

Centurion Chartered Financial Planners are 100% operationally independent and offer fully independent advice – as defined by the FCA.

---

## Restricted – Whole of Market

---

Currently, about 60% of the client base falls into one or more of Centurion’s specialist vulnerable client categories and, generally, new clients requiring this kind of advice are either referred by Lawyers, or have identified Centurion through one or more specialist professional directories. The remaining 40% comprises relatively high net worth individuals and family groups, professional sports people, business owners and retirees, many of whom are referred to Centurion by a national accountancy practice.

---

## Restricted – Not Whole of Market

---

Centurion does take on one-off, transactional work when required but does not assist with Defined Benefit Pension transfers.

### Centurion is FCA-regulated for the following:

---

**Investments**



---

**Insurance**



---

**Pensions (apart  
from pension  
transfers)**



---

**Mortgages &  
home finance**



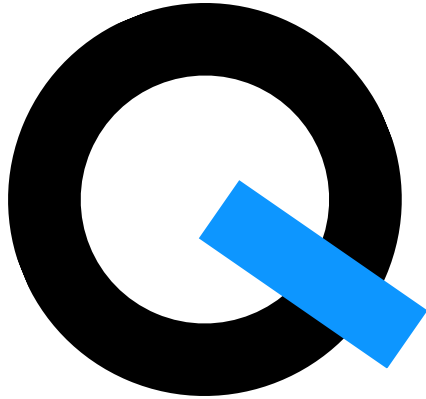
---

**Consumer credit**



# Centurion Chartered Financial Planners

## Client Track Record



---

**Client track  
record**

**4.9**

Centurion Chartered Financial Planners states that about 80% of their new clients are referred by the legal profession, mainly Solicitors, and that they specialise in advising fiduciaries (Attorneys, Deputies & Trustees) and clients who are in vulnerable circumstances, which are defined as attaining wealth at a time when they are experiencing trauma in their lives and very often when they have no prior experience of making financial decisions

Centurion's client retention rate of 99% and planner to client ratio of 1:79 is market leading.

The firm prefers to charge fixed fees instead of percentage charges. Centurion has taken detailed professional Advice on VAT of its fees and wherever possible it will structure its Service and its Fee to legitimately avoid VAT.

Some aspects of its work, notably pure technical advice where there is no foreseeability any regulated financial product or investment will be arranged, or Expert Witness work will inevitably attract VAT.

Overall, Centurion's clients can expect an exceptional level of care and attention.

---

**Planner :  
Client Ratio**

**4.7**

---

**Client  
Commitments**

**4.8**

---

**Fees & Value  
for Money**

**4.9**

---

**Client  
Orientation**

**4.8**

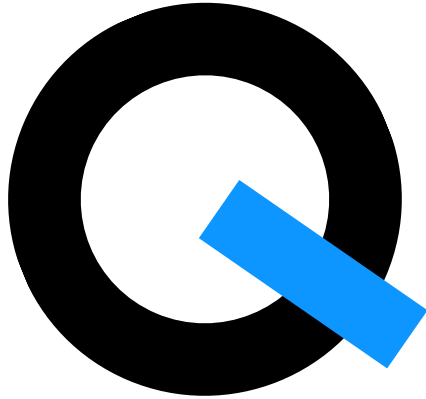
---

**Client  
Retention**

**4.9**

# Centurion Chartered Financial Planners

## Planners, Team & Qualifications



---

**Planners,  
Team &  
Qualifications**

**4.8**

Commensurate with the firm's vulnerable client focus, Centurion's advisers hold several well-respected specialist qualifications and are among the most qualified in the market.

Specialist accreditations and memberships include:

- Fellowship of the Chartered Association of Certified Accountants (FCCA)
- SOLLA (Society of Later Life Advisers)
- Membership of Equity Release Council
- Full Members of the Society of Trust & Estate Practitioners (STEP)
- Resolution Associates
- Membership of the Court of Protection Practitioners Association
- Membership of the Expert Witness Institute
- Dementia Champions & Dementia Friends

---

**Qualifications**

**4.9**

---

**Planner  
Retention**

**4.8**

---

**Remuneration**

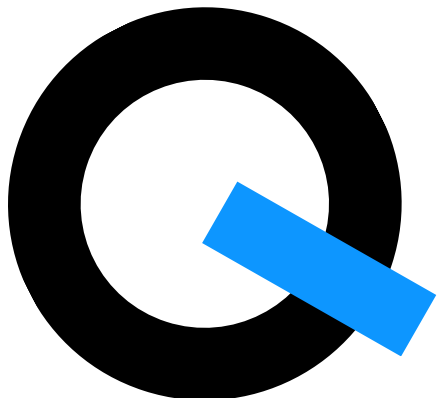
**5.0**

---

**Experience**

**4.8**

# Centurion Chartered Financial Planners Business Fundamentals & Governance



---

## Business Fundamentals & Governance

**4.7**

Centurion Chartered Financial Planners business has enjoyed a positive Funds Under Direction (FUD) trend over the past years and continues to grow its advisers and client bases.

RQ considers the firm's strategy of slow and steady acquisition of similar firms/individuals using the firm's Cashflow instead of debt a good strategy.

The firm's position appears to be strong due to the low level of debt and focused strategy. Centurion recently acquired another Financial Planning firm using surplus cash and without taking on any debt.

Centurion has no existing conflicts of interest and there are none expected.

---

## FUD Trend

**4.7**

---

## Strategy & Outlook

**4.5**

---

## Debt

**4.9**

---

## Conflicts of Interest

**5.0**

---

## Cyber Security

**4.9**

# Centurion Chartered Financial Planners

## Key Details

### Key Details



#### Company #

7001057



#### URL

[www.centurioncfp.co.uk](http://www.centurioncfp.co.uk)



#### FCA #

509905



#### Years operational

13



#### # of office locations

4



#### HQ

Somerset Court, Brinsea Road, Congresbury, Bristol, BS49 5JL



#### Accredited Financial Planning Firm™ (CISI)?

No



#### Corporate Chartered Financial Planning Firm (CII)?

Yes – 5 years

### History of the Firm

Centurion Chartered Financial Planners was formed in 2017 when Stuart Doughty and Dave Robinson merged their financial planning businesses (that commenced trade in c.2009) into Centurion Wealth Care Limited as equal Partners.

Two Joint Venture Companies were set up in 2019. The larger of these was Professional Financial Planning (South West) Limited (“PFP”) which was a 50/50 partnership between Centurion and the Equity Partners of Devon & Cornwall based WBW Solicitors LLP. The second is Mogers Drewett Financial Planning which is a 50/50 partnership between Centurion and the Equity Partners of Somerset & Dorset based Mogers Drewett Solicitors LLP.

In 2020 Centurion acquired WBW Solicitors entire interest in the share capital of PFP in exchange for a minority shareholding in Centurion. PFP is now wholly owned by Centurion and it now operates 3 further Solicitor Joint Ventures for Bristol & North Somerset based John Hodge Solicitors, Dorchester based Blackburn & Co and Tavistock based Chilcotts Law.

The firm acquired Bondgate Financial Planning Ltd in 2020 for cash in December 2020. Also in 2020 Centurion made two Employees Directors of the firm and brought both into minority shareholdings.

### Office and Client Locations



#### Client location

Clients are located mainly in the South West between Cheltenham, Bournemouth and the tip of Cornwall. There are also pockets of clients in all areas of the UK, notably the North East, the North West and Midlands, East Anglia and London

# Centurion Chartered Financial Planners

## 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 Centurion Chartered Financial Planners 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

None

The company informs us that it has received 0 complaints from clients.

A search of the Financial Ombudsman Service (FOS) shows 0 complaints against the firm – upheld or otherwise.

### FSCS Claims

A search of the Financial Services Compensation Scheme (FSCS) shows that neither Centurion Chartered Financial Planners nor the directors associated with Centurion Chartered Financial Planners 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 Centurion Chartered Financial Planners 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



# Centurion Chartered Financial Planners Services & Independence

## What Centurion Chartered Financial Planners offers advice on

Area	Restricted		Independent	Notes
	Not whole of market	Whole of market		
Pensions (other than pension transfers)	-	-	✓	-
Pension Transfers	-	-		<i>PI for pension transfers has become too expensive</i>
Savings & Investments	-	-	✓	
Mortgages	-	-	✓	<i>The firm gives Equity Release Advice but outsources Mortgage Advice</i>
Life and Protection Insurance	-	-	✓	-
Tax Planning	-	-		-
Estate Planning	-	-	✓	-
Auto Enrolment & Workplace Pensions	-	-		<i>Only for certain clients; this service is generally not offered</i>



### Cashflow modelling

Centurion state that cash flow modelling is required mainly for clients with personal injury awards, later life planning, retirement planning and divorce cases and that this accounts for less than 50% of its clients. The firm uses Voyant, Intelliflo Planning and in-house analytics tools to deliver Cashflow modelling.



### Investment Philosophy

Centurion generally believes in reducing investment costs as far as possible and favours the use of low cost exchange traded funds and similar instruments. The core of the firms' investment proposition is a range of Model Portfolios which are managed by Brooks Macdonald on a specially negotiated fee structure. The firm also works with a range of third party discretionary investment managers to construct fully bespoke portfolios in any case where this is required. It has confirmed it will work with any other FCA Authorised & Regulated UK based Investment Manager at a clients request, particularly where the client has an existing relationship they would like to preserve.



### ESG

Centurion and the investment managers it collaborates with will offer and accommodate ESG investment where there is a demand from clients. However, a large proportion of its clients are fiduciaries acting on behalf of trusts or people who have lost mental capacity and the firm states that, as trust law currently stands, it believes these clients should not generally allow ESG considerations to influence investment strategy.

# Centurion Chartered Financial Planners

## 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

Centurion has significant and exceptional experience with various categories of vulnerable clients. The firm states that a large proportion of clients have sought their help following a serious injury or illness, the death or incapacity of a loved one or because of a relationship breakdown.

Notably, around 80% of new clients are thought to be introduced to the firm by Solicitors or, to a far lesser extent, Chartered Accountants. A number are Solicitors who need professional advice themselves because they are acting as an Attorney, Deputy or Trustee and therefore need to comply with the duties and responsibilities imposed upon them by Statute, Case Law and Professional Standards.

The remainder of new clients mainly come to the firm either because they have found it through its specialist professional qualifications or accreditations or because of personal recommendations from existing clients.

Several Centurion's clients come to the firm because they have little, or no, previous experience of managing money, at a time when a traumatic event has significantly impacted their financial position. The firm has no fixed minimum investment amount, and their clients have investable assets c.£25,000 to several million.

### Who they do not help

- Clients who do not have sufficient capacity to instruct the firm.
- If asked to provide any service which we are not comfortable providing, or are not insured to facilitate.

### Special focus areas

**Clients in Later Life**

**Personal Injury**

**Divorce & Relationship  
Breakdown**

**Special Needs**

**Trust Investment Strategies**

**Court of Protection - Advice for  
Deputies and Attorneys**

# Centurion Chartered Financial Planners

## KPIs, Commitments & Market Position

# 99%

Client Retention Rate

### Key client metrics

On average, over the course of the last five years, Centurion Chartered Financial Planners has had a Client Retention Rate of c.99%. The only clients that the firm have 'lost' are those that have passed away.

Currently, Centurion's planner to client ratio is 1:79 clients. While this has deteriorated from c.1:47 in prior years, the ratio is excellent and one of the best in the market.

### What clients can expect

- Communication:

All of Centurion's clients get a regular review meeting the regularity of which will depend on either client's requirements or Centurion's view as to cost effectiveness. The firm states that its normal way of communicating is through telephone, post, e-mail, SMS text message or in person.

Centurion may ask clients to confirm instructions to them in writing to help avoid any future misunderstandings.

- Service:

Centurion state that they operate as one and any client is a client of the firm, not of a single individual. The firm is currently split into three teams of advisers with supporting administration staff in each. They ensure clients have several points of contact and crucially that they know at least two advisers, and the advice and administration processes are driven by standardised workflows.

Investment Management services are independently monitored through clients' annual reviews and the firm's own centralised diligence. CCFP states that they aim to keep fees very proportionate as they advise a lot of fiduciaries and they have a duty to watch costs and obtain value for money

- Tools:

Centurion uses a range tools for wealth planning and analysis (including Voyant, Intelliflo Planning). Other tools used to enable financial planning, research and decision making are Fintegrate, FE analytics, EValue

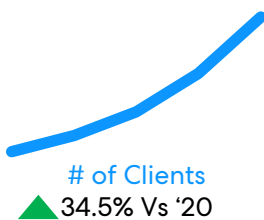
### How they see themselves in the market

Centurion Chartered Financial Planners aims to provide top quality, technically competent financial and investment advice, at a fair and reasonable price. The firm prioritizes client interests; ensures collaboration of its well qualified, experienced specialist advisors to ensure the best possible advice.

The firm's expertise is primarily advising clients who are in vulnerable circumstances or fiduciaries who are acting on behalf of a trust or someone who has lost mental capacity. Clients in vulnerable circumstances is generally defined as people who acquire wealth at the same time they are suffering a traumatic experience and possibly because they have no prior experience of financial matters.

# 1:79

Planner : Client Ratio



# Centurion Chartered Financial Planners

## 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

Centurion Chartered Financial Planners believes in tailoring the service to the client and the fee to the service in every case. CCFP charges a flat fee which is based on the effort required i.e. number of hours based on the complexity of financial plan and not on the Funds under advise.

RQ considers CCFP's fee structure as one of the forerunners of best practise for clients, and notes CCFP's speciality and expertise enables this offering for their client segments.

Two noteworthy points: (i) The fee is typically structured to avoid VAT; (ii) The client is charged the lower of the actual hours and budgeted hours.

### Initial Fees

Initial exploratory meeting	Creating and implementing financial plan
All clients offered an initial exploratory meeting without charge.	Varies based on estimated effort. For example, £1,500 is charged for a simple investment and £12,000 for a complex detailed planning exercise for a multi-million injury award. There is no initial charge for investment managers, wrapper charges vary – 0% or £500 or 0.55% to 1% based on type of investment (ISA/SIPP/Bonds)*

Note: \*£0 for ISA and General Investment Accounts. SIPP c.£500. On or Offshore Bonds c.1% to c.0.35%

### Ongoing Fees

On average, CCFP's ongoing management fee is c.0.4%.. Ongoing fee is quoted in % or fixed £ terms as the client prefers based on a legitimate expectation of ongoing time requirement

	Model Portfolio	Discretionary Portfolio
Tax Wrapper	£400**	Similar
Investment administration platform	0.25%	Similar
Underlying investment charges	0.24%***	0.4% to 0.5%
Investment manager annual management charge	0.15% to 0.2%	0.6% to 0.7%

Note: \*\* On going wrapper charges zero for ISA or GIA. c. £400 for a SIPP (£750 if in drawdown), c.0.25% for an Onshore Bond or £600 for an Offshore Bond

\*\*\* c. 0.6% for an MPS holding active funds

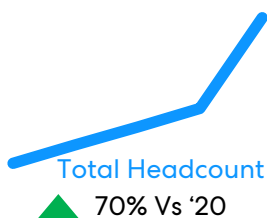
### Transactional service/ Hourly rate

The hourly rate is between £75 and £250 per hour depending upon the seniority of advisor providing the service. As stated, CCFP quotes fee as a fixed amount wherever possible based on number of hours.

# Centurion Chartered Financial Planners 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.



## Employment Status

All of the Advisers team are employed directly by the firm, on full-time contracts.

## Remuneration

The advisers only receive salary (no commission or bonus).

## Years' Experience

Centurion's advisers have an average 25 years of experience and a combined experience of 250+ years.

## Qualifications

Centurion has a team of highly qualified Practitioners. Their advisers mostly hold top level Chartered or Certified Financial Planners qualifications, and several also hold a wide range of additional specialist Accreditations.

Below are specialised services and accreditations the firm's advisers have:

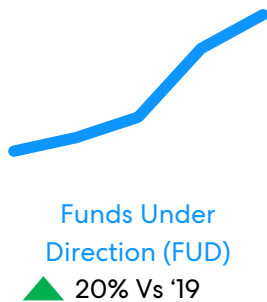
- Clients in Later Life: Seven SOLLA Accredited Advisers (Society of later life advisors) with another in training and five of whom are also Chartered Financial Planners.
- Trustees: three STEP (the Society of Trust & Estate Practitioners ) Members, with another in training.
- Divorce: two of the firm's Chartered Financial Planners are Resolution Associates and one is fully Accredited.
- Court of Protection: Members of the Court of Protection Practitioners Association.
- Expert Witness: Membership of the Institute of Expert Witnesses.

## Working With Clients

All clients are served and advised by the firm as a whole, with advisers of the firm operating as a team and collaborating with each other; sharing knowledge and experience. The team are supported by an experienced back-office team.

Centurion states: "We understand the long-term success of our firm is inextricably linked to our clients' satisfaction. We also understand that the way we treat our staff is almost equally important. Our clients' best interest is our principal concern, our staff's best interest is secondary and ours is last on the list."

# Centurion Chartered Financial Planners Business Fundamentals & Governance



## Funds Under Direction (FUD) Trend

Over the course of the past five years, Centurion Chartered Financial Planners has enjoyed FUD growth of approximately 22% due to a steady increase in firm's client base.

## Concentrations

- Client concentration

Based on conversations with management and analysis of the data, we judge the concentration risk to be low. The firm is heavily focused on vulnerable clients, however, the firm is not overly reliant on a small number of clients for a disproportionate share of revenues.

- Adviser/planner concentration

The firm ensures no planner concentration risk through the sharing of clients and knowledge across multiple planners. RQ views Centurion's way of working – a genuinely team-based approach – as a real positive.

## Growth Strategy and Outlook

Centurion Chartered Financial Planner's key aim is to remain independent and help their clients achieve the best outcomes for their investment portfolios and financial needs.

The firm would like to continue to grow organically through deployment of their own cash flow. While the focus remains on growing organically and bringing in likeminded individuals, if an opportunity arises they will look for similar firms with similar ethos, technical ability and experience in the required client groups and with the experience of working with professional connections.

**c.6%**

Debt

# Centurion Chartered Financial Planners Business Fundamentals & Governance

## Corporate Structure



## Key Personnel



**Stuart Ian Doughty**  
Director, 55

Nature of Control

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

Ownership of voting rights - More than 25% but not more than 50%



**David Roger Robinson**  
Director, 61

Nature of Control

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

Ownership of voting rights - More than 25% but not more than 50%



**Steven Antony James Smith**  
Operations Director, 42

Nature of Control

Has significant influence or control



**Christopher Lloyd Hill**  
Director, 38

Nature of Control

Has significant influence or control



**Two trustees for 10 partners Of WBW LLP**  
Stephen Andrew Bulman, 55  
Justin Osborne, 50

Nature of Control

Has significant influence or control

### Any single person owns more than 50%?

No, two people have significant control: Stuart Doughty, David Robinson.

### Changes to ownership structure

Was originally Stuart Doughty and David Robinson with 50% each. Currently all the key personnel listed in this slide hold equity.

Thomas Webb & Sean McDonough are Trustees for 11 Partners of Mogers Drewett Solicitors (who own 10% between them)

### Management Structure

Dave Robinson Stuart Doughty & Steve Smith have overall responsibility. Dave deals with Finance and Marketing; Stuart with Compliance; and Steve with Operations, IT and Staffing

# Centurion Chartered Financial Planners

## Business Fundamentals & Governance

### **Conflicts of Interest**

Centurion Chartered Financial Planners is not expected to have any instances of conflicts of interest as they are not partially owned by an investment firm or platform and are committed to remaining independent for the foreseeable future; neither the firm nor its directors have an ownership interest in another asset manager, investment manager, broker dealer, platform or any other third-party provider

Centurion Chartered Financial Planners offers independent financial planning, advice and recommendations and state they will prioritise client's interests over all else.

### **ESG considerations in advice (Environmental, Social and Governance)**

The firm states that its understanding is that trust law does not permit fiduciaries to allow personal views, such as ESG considerations, to influence investment strategies therefore it does not recommend an ESG approach to this segment of its client bank. However, where it is acting for client personally it will actively promote ESG investments and both of the predominant investment managers it engages to invest client funds will accommodate such strategies.

Centurion does not adhere to any recognized ESG framework/standard and currently does not plan to build a framework or policy for ESG issues due to lack of demand from clients.

Centurion's annual employee performance review and remuneration metrics do not reflect any component for the inclusion of ESG.

### **Cyber Security**

Centurion Chartered Financial Planners outsources its IT needs to Nebula. Nebula provides day-to-day support and 2nd line support and takes a proactive role in monitoring Centurion's hardware and users for malicious attacks.

The firm's cyber security policy is provided by Nebula and Steve Smith is internally responsible for the policy. Steve Smith who is the non practising Operations Director and an experienced IT Practitioner is internally responsible.

Centurion Chartered Financial Planners has previously not been subject to a cyber attack. Measures such as dark web monitoring, Vulnerability scans and simulated phishing attacks are carried out regularly by Nebula.



# Centurion Chartered Financial Planners

## Vulnerable Client Experience

- The following is taken from the firm's DDQ submission verbatim -

### **Firm's experience advising vulnerable clients**

Centurion Chartered Financial Planners have worked with and currently work with a large number of vulnerable clients. The firm's advisors are extensively well qualified with relevant accreditations (e.g. all of the seven Society of Later Life accredited Advisers who are either qualified as Dementia Friends or Dementia Champions).

Every member of staff (not just Advisers) go through formal Vulnerable Client training. Centurion have subscribed to the Financial Vulnerability Taskforce Code of Conduct and one of their Directors supports that Taskforce in the capacity of Subject Matter Expert.

### **Please explain in detail your firm's experience advising clients where either enduring powers of attorney or lasting powers of attorney are granted**

Centurion has substantial experience. We have seven Society of Later Life accredited Advisers (SOLLA) and are Members of the Court of Protection Practitioners Association. We have 100+ Deputy and power of attorney holders as clients (both professional and laymen from a financial investing perspective).

### **Please explain in detail your firm's experience working with The Court of Protection (COP)**

Centurion has significant experience. Dave Robinson in particular has specialised in this field for about 15 years. He and Chris Hill act as an Expert Witness supporting applications to the Court for approval of gifts. We have reported Attorneys to the Office of the Public Guardian on three occasions for what appeared to be breach of duty – and in all three cases they were removed and replaced by a Panel Deputy. Centurion are members of the Court of Protection Practitioners Association. Centurion's Advisers, particularly the 7 SOLLA accredited Advisers, all have experience of advising Attorneys & Deputies.

### **Please detail your experience planning and helping clients navigate the implications of gains tax and income tax**

One of Centurion's key offerings is Estate Planning and Inheritance Tax Mitigation. One of Centurion's Directors is an ex practising Chartered Accountant. The firm have written a Technical Guide on Estate Planning Solutions for the SIFA Organisation which we have updated every 2 years between 2008 and 2020. They have also presented a number of Technical Webinars on tax planning by fiduciaries for the Financial Vulnerability Taskforce, for the Personal Finance Society and for various product providers.

### **Please detail your firm's experience supporting clients who claim benefits (both means-tested and non-means tested benefits) and knowledge of the Department for Work and Pensions (DWP)**

We offer Benefits Advice through a Partnership with Exeter Citizens Advice, any profit from this service is donated to the Citizens Advice Bureau to support its important work.

### **Please detail your firm's experience and knowledge working with trusts.**

Centurion has considerable experience. Dave Robinson, Chris Hill and Trevor Durham are full Members of the Society of Trust & Estate Practitioners and Jon Stevens is part way through the qualification. We act for well over 100 trust clients, many managed by professional trustees, they include all forms of trust and trusts which were established by a range of settlors for a range of reasons. We act particularly for quite a lot of personal injury trusts which hold large personal injury awards and for some very complex trusts which involve a range of often competing beneficial interests.

### **Does your firm have any experience working on Divorce and relationship breakdown?**

Daniel Gornall is Resolution Accredited and he and Chris Hill are Resolution Associates. They are able to provide a full range of specialist Advice to clients going through this process and to the Family Lawyers acting for them.

# Centurion Chartered Financial Planners

## Professional Referral Feedback (1/3)

Centurion works and has worked with a number of professional services firms – receiving client referrals from them. Below and in the next page is feedback from some of those firms.

**Tom Webb, Partner, Mogers Drewett**

**Solicitors**

“Both I personally, and my firm, have worked with, and referred clients to, Centurion (CCFP) for over 15 years and they are our go to firm of financial advisors. We have done so as the team are always incredibly responsive, easy to deal with, professional and knowledgeable in their field and I have complete confidence that any client we refer to them will be looked after to the highest possible standard. All of the advisors at CCFP invest considerable time getting to know our clients and drilling down into what they actually need and we have nothing but happy clients when we refer them to CCFP which reflects well on us as well. Whether the referral is an elderly client looking to get their financial affairs in order, in which case the number of SOLLA accredited advisors they have is really useful, or a younger client looking for longer term advice the outcome is always the same – satisfied clients. I can’t recommend them highly enough.”

**Tom Webb, Partner, Mogers Drewett**

**Richard Cartwright, Partner, Saffrey Champness**

**Accountants**

“I have worked with CCFP for a number of years and have always enjoyed the experience. The service is quick and concise, which make life easy for us all, in that I can trust in what I’m being told, without over-complicated jargon getting in the way. The clients for which we both act give excellent feedback to me in terms of the service they receive from CCFP, which is great to hear. We value the relationship we have with your firm and long may that continue.”

**Richard Cartwright, Partner, Saffrey Champness LLP**

**Laura Wishart, Solicitor, Martyn Prowle Solicitors**

**Solicitors**

“I am delighted to provide a reference for Trevor Durham in relation to R Q Ratings. Each time I have made contact with Trevor I have found his replies to be prompt and helpful. I know that mutual clients have always found his advice to be clear and useful. I would have no hesitation in recommending him to other clients who require financial help and advice”

**Laura Wishart, Solicitor, Martyn Prowle Solicitors**

**Phillipa Bruce-Kerr, Partner, Harrison Clark Rickerbys**

**Solicitors**

“Dave Robinson and Centurion set the standard by which we assess other providers. The knowledge and advice in the field of older and vulnerable people, investing personal injury settlements and indeed of some very technical investments such as FURBS can always be counted on. Good advice and reports that non-professional clients can read and understand.”

**Phillipa Bruce-Kerr, Partner, Harrison Clark Rickerbys Limited**

# Centurion Chartered Financial Planners

## Professional Referral Feedback (2/3)

**Anne Reed, Solicitor & Director, Managing Director at  
Paladin Advocates**

**Solicitors**

“I have personally worked with Dave Robinson for nearly 15 years and his professionalism, expert knowledge and support for my clients has been second to none. Dave is immensely knowledgeable and creative in his advice and solutions for clients. Nothing is too much trouble. Dave is highly skilled and incredibly sensitive to my client’s needs, many of whom are elderly and vulnerable. Anyone who is fortunate to receive his services and those of his company are assured of a first class service.”

**Anne Reed, Solicitor & Director, Managing Director at Paladin Advocates**

**Sheldon Cole , Partner, Thomas Westcott**

**Accountants**

“I have worked with Dave Robinson on mutual clients (individual and trustee clients) for many years where Dave provides the financial planning advice and I provide the tax advice and compliance services. I have always found Dave to act with integrity and professionalism and I respect his technical expertise and experience. My personal experience is that Dave works closely with the client’s other professional advisers to provide a holistic and joined up service to the client. He has an efficient and professional team at Centurion working alongside him.”

**Sheldon Cole , Partner, Thomas Westcott**

**Corran Caley, Solicitor, Barrington & Sons**

**Solicitors**

“I will be delighted to give you a reference. On a personal level I found you eminently professional. You were thorough in your investigation and your level of understanding was exceptional and your explanation to us at every stage was clear and concise. I felt that I could trust you to protect my interest and be honest with your advice.

On a professional level I have recommended you and your firm and the clients have come back and said they are delighted with your listening skills and giving more than one option with clear explanations and no pressure.”

**Corran Caley, Solicitor, Barrington & Sons**

**Holly Mieville-Hawkins, , Senior Associate, Michelmores**

**Solicitors**

“Dave and his team are honest to the core and put the needs of their customers at the very heart of what they do. There is no smoke and mirrors, just clear, caring and holistic advice at an open and realistic price”

**Holly Mieville-Hawkins, Senior Associate, Michelmores LLP**

# Centurion Chartered Financial Planners Professional Referral Feedback (3/3)

**Chris Pemberton , Partner, Ellis Jones**

**Solicitors**

“Having got to know Dave Robinson at Centurion CFP these last few months, I would have no hesitation in recommending him to my clients. Not only is he very knowledgeable, particularly in relation to financial planning with the use of trusts, what has impressed me are his values, or put simply his ‘way of doing things’, which are professional, polite, respectful and ensuring that his clients’ best interests are put before anything else.

Although I have had no dealings with Dave’s colleagues thus far, in view of the confidence I have in Dave personally, there is no doubt that Centurion CFP as a firm will adhere to the same values and client service throughout the team.

**Chris Pemberton , Partner, Ellis Jones**

**Lauren Preedy, Senior Associate Solicitor, Ian Walker**

**Solicitors**

“I would recommend Centurion. I have been very impressed by their professionalism and temperament for calmly dealing with client’s in difficult situations and explaining things comprehensively.

This firm is great to deal with- very approachable, diligent and effective. Their advice is practical and proactive. Also, a thank you to Dan for his assistance on a recent case. Challenging from the perspective of one person being high functioning autistic and requiring patience and clear explanations”

**Lauren Preedy, Senior Associate Solicitor, Ian Walker family law and mediation solicitors**

**Jane Couch, Partner, WBW Solicitors LLP**

**Solicitors**

“Dear Dave

I am happy to give a reference in respect of you and your team. I instruct members of your team to provide expert reports to support the valuation of a claim and have been pleased with the prompt, thorough reports received. Where damages have been secured you have proven excellent with clients, have the ability to instil confidence and following the initial consultation the clients referred have gone on to instruct you with good results. You offer a reliable high standard service which is very much appreciated.”

**Jane Couch, Partner, PI and Clinical Negligence Department , WBW Solicitors LLP**

**Steve Bulman, Managing Partner, WBW Solicitors LLP**

**Solicitors**

“I have known Dave Robinson and his team for many years. He and his team at Centurion Financial planners have provided me, my family and clients of my firm, WBW Solicitors LLP, with sound financial advice over several years. I have always found the service to be of the highest quality. The advice offered has been excellent and always delivered the expected outcome. The service is both personal and transparent. I do not hesitate to recommend Centurion Financial planners as I have absolute confidence in them to deliver a great service..”

**Steve Bulman, Managing Partner, WBW Solicitors LLP**

# 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 >4.0, 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 5, 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
4.5 – 5.0	Very High	Can very confidently refer clients.
4.0 – 4.5	High	Can comfortably refer clients.
3.5 – 4.0	Fair	Potential concerns. Can consider referring clients if concerns are not material in respect of the services required.
3.0 – 3.5	Adequate	
2.5 – 3.0	Moderate	
2.0 – 2.5	Low	Further Due Diligence should likely be conducted by the referrer before referring clients.
1.5 – 2.0		
1.0 – 1.5		
0.5 – 1.0		
0.0 – 0.5	Limited	

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.