

**Trafalgar Square** fpc

**Independent Financial Advisers**

## Trafalgar Square Information Pack



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## independence

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Trafalgar Square Financial Planning Consultants is a truly independent advice-based mortgage brokerage.

Established in 1998, the company's guiding principle is to break the mould of institutional-style selling and advice by operating a new, non-aligned mortgage business, client-centred and based in a very major way on service. The experienced team of brokers and case processors respond quickly, yet also take the time to understand their clients, and identify each individual's needs, whether for a Residential\* or Buy-to-Let mortgage.

*\*Authorised under the  
Financial Services Authority  
(FSA)*

## flexibility

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Trafalgar Square takes great care to match each client's requirements to specific products, and then explain clearly all the options drawing on its access to the whole lender market place. It earns its fees by working hard to achieve successful applications for its clients, with the minimum amount of stress.

The company also prides itself in stripping out the time-consuming and impersonal bureaucracy that can be associated with large institutions, cutting through the red tape and eliminating the strain of dealing with call centres and a succession of different case managers.

## efficiency

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By concentrating on delivery, Trafalgar Square carefully guides its clients through the entire mortgage process working on their behalf to make sure they are well informed at every stage of an application - from any mandatory FSA requirements\*, to exclusive deals the company may have access to, right through to completion.

*\*Applies to Prime Residential  
mortgages only*

## how we work

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Trafalgar Square's business is based on personal service at both broker and case processor level, from initial contact, strategy planning, through to the completion of a mortgage.

Regardless of how a client contacts Trafalgar Square, they will always receive a swift response from one of the brokers who will always call a client back! It will be explained how best to proceed and what information is needed to help smooth the passage of an application.

Whether applying for a Residential\* or a Buy-to-Let mortgage, an experienced member of the team will ensure that the client is familiar with all regulatory documents, such as Key Facts\*. If more information is required, time will be taken to explain how and why this information will be used.

*\*Authorised under the FSA*

*\*Key Facts & IDD are mandatory requirements by the FSA*

It is essential that Trafalgar Square has sufficient information to create a comprehensive client profile, which will establish their real needs and help locate the most suitable type of mortgage lender and product to match specific circumstances.



Once a client profile is completed, an extensive product search is made; the results are then discussed with the client to clarify the different options for rates, fees, loan to value and speed.

Once the choice of mortgage product and lender has been made, the client's personal broker will help them submit the appropriate application forms to the selected lender.

A case processor will keep the client informed of the progress of their application, with guidance through all stages of the process.

Trafalgar Square will also work on a client's behalf when dealing with any other professionals involved in the process, such as surveyors or solicitors.

## mortgage services

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### RESIDENTIAL MORTGAGES

The UK residential mortgage market is a minefield of lender choices and is constantly changing. The individual product choices vary depending on the size of an applicant's deposit, the term (borrowing period) of the mortgage and the applicant's age and financial status.

In addition to the lender product choices, there are a variety of interest payment vehicles, such as fixed, capped, discount, etc, as well as capital and repayment methods. The result for the applicant can be a large and rather confusing set of options.

Trafalgar Square works with a client to understand their financial goals, identifying long and short-term needs, and rationalizing the costs as well as their rate and repayment requirements. With this information a realistic set of options can be discussed, pinpointing an ideal lender and mortgage solution.

*Residential mortgages are regulated by the Financial Services Authority and as such Trafalgar Square is obliged to make each client aware of all the FSA's mandatory information. The company is also required by the FSA to produce full illustrations each client's financial status*



### BUY-TO-LET MORTGAGES

The middle ground between the residential mortgage market and commercial finance is predominantly occupied by the Buy-To-Let sector. This niche market is still growing in complexity as it matures and expands. Since the buy-to-let market started, Trafalgar Square has positioned itself as being solutions focussed for its landlords.

The Buy-To-Let market is steadily evolving and becoming more sophisticated, with lenders implementing changes all the time. Investors and landlords need to remain regularly updated with the market adjustments.

Trafalgar Square ensures that a client's investment strategies fits their needs by matching it to the appropriate products and lenders. By working with a client to understand business goals, the company provides valuable advice and support that enhances portfolio development, portfolio cashflow and long-term plans.

Income or capital growth requirements will, by definition, involve differing application approaches to lenders. Trafalgar Square is familiar with vendor financing, gifted deposits, ghosted deposits and cash-backs.

## consultancy services

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### PROPERTY INVESTMENT

Property as an asset class within any investment portfolio always has its place, whether as part of a free investment portfolio or a pension portfolio.

Trafalgar Square can advise on where property investment can be purchased for capital growth or income, and then work to match purchase requirements to the lending options available.

### PORTFOLIO RE-GEARING/PORTFOLIO DOCTORING

As a property portfolio evolves, capital growth or forced appreciation by development may create an opportunity to extract equity via re-gearing. Trafalgar Square will work closely with clients to identify the most effective way to do this, based on flexibility, timing and cost.

In some situations the portfolio re-gearing should be undertaken with some future flexibility in mind. Trafalgar Square works with clients on portfolio planning and also preparing clients for auction purchase strategies.



### GENERAL INSURANCE

Trafalgar Square can place Buildings and Contents Insurance using a variety of lenders depending on a client's requirement for cover. In addition to this the company can establish Accident, Sickness and Unemployment Cover, which is set up on the basis that the longer one waits to claim, the cheaper the cover becomes.

### SECURED LENDING

Where there is a first charge (the main loan or mortgage) on a property, and it is disadvantageous to move lenders or take a Further Advance, a Secured Loan can be added. Secured Loans can be taken up to 85% of the value of a property.

The advantage of Secured Loans is that they can be 'status' or 'non-status', and do not require legal fees or lender fees. A disadvantage is that they are generally structured on a capital & repayment basis over a 5 to 25 year period.

Trafalgar Square can advise in all secured-lending circumstances and arrange appropriately.

## consultancy services

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### PROTECTION

Trafalgar Square can set up protection in single or joint names to cover the eventuality of Death or Critical Illness. This can be structured to be Level Cover over the term of the mortgage (where it is an interest only mortgage and payments remain the same each month) or Mortgage Protection (where the mortgage is capital & repayment and match the decreasing mortgage payments over the term of the mortgage). There are also other types of cover that can be examined and provided to deal with prolonged periods of illness.

### BRIDGING FINANCE

There are occasions where, for a variety of reasons, it may be necessary to provide temporary Bridging Finance over a short period. Trafalgar Square can organise this finance for clients with various Bridging Finance companies. Trafalgar Square works directly with a partner company, Secure the Bridge to create effective bridging solutions for clients.

### NEW BUILD/REFURBISHMENT

Trafalgar Square will work with clients to find lenders on all new-build or refurbishment property applications. Individuals are either building a brand new property or completely refurbishing an existing one. The options are to set up 85% finance on the purchase of the land or property and 85% of the building costs. The money for the build costs are paid in four staged payments and are normally accompanied by an architect's planning schedule.



## fee structure

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Trafalgar Square normally places its business direct to lenders, and as an independent mortgage broker is therefore allowed to use any lender in the UK.

The company charges fees for administration and consultancy which cover various activities carried out by Trafalgar Square on a client's behalf.

From mortgage application to offer stage normally takes an administration time of 8 to 12 hours, irrespective of the loan size. Fees are charged in two ways:

1. In the form of an Administration Fee. This is due for payment on the submission of an application to a lender by Trafalgar Square.

● First 3 Mortgages or Remortgages	<b>£499.00</b>
● Then a discount of £100 for all repeat business	<b>£399.00</b>
● First-Time Buyer Mortgages (£100 discount)	<b>£399.00</b>
● Further Advance, Secured Loan or Bridging Finance	<b>£299.00</b>

2. In the form of a Completion Fee. This is paid to Trafalgar Square by the lender upon completion of any mortgage, remortgage or loan. This fee is always built into the product cost by the lender.

Both types of fee are paid to Trafalgar Square and pre-agreed prior to the commencement of any work being carried out for a client. All the fees are brought to a client's attention prior to any application. The Administration Fee protects a client from lender-fee bias.

### Services covered in the standard fees

1. Initial mortgage review and Fact Find; face-to-face or telephone meeting.
2. Discussion of mortgage strategy options.
3. Research across the whole market to match needs with products available.
4. Preparation of research options.
5. Issue of key facts illustrations.
6. Application submission to the lender on-line or via paper application.
7. Organisation of general insurance requirements where required.
8. Collation of required documentation for the lender.
9. Communication with vendor or estate agents as instructed.
10. Regular communication with clients throughout the application process.
11. Communication with lender's underwriters for production of the offer.
12. Check of offer details.
13. Guidance to exchange of contracts.
14. Liaison with estate agents and solicitors to organise completion.
15. Liaison with solicitor to fulfil all lender's conditions.

### Additional services

1. Organisation of life assurance requirements where required.
2. Organisation of solicitor's instruction where required.
3. Organisation of the survey.
4. Analysis of the survey report.
5. Organisation of valuer comparables if required.

## FAQs

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**Q.** At what point does Trafalgar Square start charging fees?

**A.** Fees only become due when an application is submitted to the client's choice of lender. Prior to that, all the consultancy, advice and guidance are provided free as part of Trafalgar Square's service.

**Q.** If an application falls through, will my fee be returned?

**A.** Trafalgar Square works for a client with every intention of keeping them happy but retains the right to keep the fee if they have worked on any case for more than 10 days. However, in most instances, it is prepared to issue a client with a Credit Note to carry the fee over to the next case (retaining a non-refundable fee of £150 which covers consultancy and administration costs incurred).

**Q.** With a buy-to-let mortgage, how quickly can a property be remortgaged?

**A.** Remortgaging or a Further Advance can occur when a property has been bought under value or it has been purchased and refurbished, enhancing its value. The Council of Mortgage Lenders recommends that lenders require 6 months between purchase and re-finance.

**Q.** What is the big 'hue and cry' about money laundering?

**A.** Money laundering is the conversion into legitimate funds of illegal money, brought into the country by individuals, organised crime or terrorists. Millions of pounds each year are laundered in the UK through financial institutions. As a result, brokers are required by law to validate every client's identity and proof of residence.

## regulatory



about our services and costs

Trafalgar Square fpc

Independent Financial Advisers

Trafalgar Square Financial Planning Consultants  
6 Morie Street  
London SW18 1SL

### 1. The Financial Services Authority (FSA)

The FSA is the independent watchdog that regulates financial services. This document has been designed by the FSA to be given to consumers considering buying certain financial products. You need to read this important document. It explains the service you are being offered and how you will pay for it.

### 2. Whose products do we offer?

#### Insurance

- We offer products from a range of insurers for Protection, Buildings and Contents Insurance and Accident, Sickness and Redundancy.
- We only offer products from a limited number of insurers.
- We only offer products from a single insurer.

#### Mortgages

- We offer mortgages from the whole market.
- We only offer mortgages from a limited number of lenders.
- We only offer mortgages from a single lender.

### 3. Which service will we provide you with?

#### Insurance

- We will advise and make a recommendation for you after we have assessed your needs for Protection, Buildings and Contents Insurance and Accident, Sickness and Redundancy.
- You will not receive advice or a recommendation from us. We may ask some questions to narrow down the selection of products that we will provide details on. You will then need to make your own choice about how to proceed.

#### Mortgages

- We will advise and make a recommendation for you on mortgages after we have assessed your needs.
- You will not receive advice or a recommendation from us. We may ask some questions to narrow down the selection of products that we will provide details on. You will then need to make your own choice about how to proceed.

### 4. What you will have to pay us for our services?

#### Insurance

- A fee.
- No fee.

You will receive a quotation which will tell you about any other fees relating to any particular insurance policy.

**Mortgages**

- No fee
- A fee of no more than £499 payable when you apply for a mortgage. We will also receive commission from the lender.
- A fee of £499 payable at the outset, plus an amount equal to 0.50% of the loan when you apply for the mortgage and an amount equal to 0.50% of the loan on completion. We will refund to you any commission we receive from the lender. For example, for a mortgage of £100,000 the total fees would be £1499.00.

You will receive a key facts illustration when considering a particular mortgage which will tell you about any fees relating to it.

**Refund of fees**

If we charge you a fee, and your mortgage does not go ahead, you will receive:

- A full refund, less £150 admin charge if the case fails to proceed within 10 days of receipt by us.
- No refund in any other circumstances.

**5. Who regulates us?**

Trafalgar Square Financial Planning Consultants, 6 Morie Street, London SW18 1SL is authorised and regulated by the Financial Services Authority. Our FSA register number is 305726

Our permitted business is advising on and arranging mortgages and non-investment products.

You can check this on the FSA's Register by visiting the FSA's website [www.fsa.gov.uk/register/](http://www.fsa.gov.uk/register/) or by contacting the FSA on 0845 606 1234

**6. What to do if you have a complaint**

If you wish to register a complaint, please contact us:

- ...in writing      Write to: Trafalgar Square Financial Planning Consultants, 6 Morie Street, London SW18 1SL
- ...by phone      Telephone: 020 8870 8787

If you cannot settle your complaint with us, you may be entitled to refer it to the Financial Ombudsman Service.

**7. Are we covered by the Financial Services Compensation Scheme (FSCS)?**

We are covered by the FSCS. You may be entitled to compensation from the scheme if we cannot meet our obligations. This depends on the type of business and the circumstances of the claim.

**Insurance**

Insurance advising and arranging is covered for 90% of the claim, without any upper limit.

**Mortgages**

Mortgage advising and arranging is covered up to a maximum limit of £50,000.

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

## client agreement

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This is our standard client agreement upon which we intend to rely. For your own benefit and protection you should read these terms carefully before signing them. If you do not understand any point please ask for further information.

Your objectives, attitude to risk and other restrictions will be confirmed to you in due course, following completion of a Fact Find and subsequent discussion.

You or your appointed agent have a right to inspect copies of contract notes, vouchers and entries in our books or computerised records relating to your transactions.

We keep records of our business for at least six years.

We offer independent financial advice, but occasions can arise where we or one of our other customers will have some form of interest in business which we are transacting for you. If this happens, or we become aware that our interests or those of one of our other customers conflict with your interests, we will inform you in writing and obtain your consent before we carry out your instructions.

## terms and conditions

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We normally require you to give us instructions in writing to avoid possible disputes. We will, however, accept oral instructions provided they are subsequently confirmed in writing.

You or we may terminate our authority to act on your behalf at any time without penalty. Notice of this termination must be given in writing. Termination will not prejudice the completion of transactions already initiated on your behalf or any rights or obligations already arising.

Trafalgar Square Financial Planning Consultants has only one partner or director who is engaged in the day to day conduct of business. If they became unable to conduct business (say through illness) your interests might suffer. We have therefore made a formal arrangement with Jane Dawson of JD Associates, 60 Crummock Gardens, Kingsbury, London NW9 0DJ, (tel: 020 8200 1340) to carry out our business obligations if we were unable to conduct business for more than 14 days.

Trafalgar Square Financial Planning Consultants DOES NOT HANDLE CLIENTS' MONEY.

## data protection

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Information provided by you may be held, processed, disclosed and used by ourselves, professional advisers and any associated companies in servicing our relationship with you. However, strict confidentiality will be maintained at all times. It is understood that, unless you notify us otherwise, you agree to the storage, use and disclosure of such information. This information may be disclosed to third-party product providers in the course of providing our analysis and servicing of our relationship with you. No information will be passed to another party without your prior consent unless we are legally obliged to do so. You also agree that, for the purposes described above, your data may be transferred to countries outside the European Economic Area (EEA). We may use and analyse your data, including the nature of your transactions, to provide you with information by post, telephone, fax or email to service and update you, as well as informing you of new investment opportunities. If you would prefer to be excluded from these services, please write to the company address as above.

I acknowledge receipt of a copy of the above Terms of Business and agree with its contents

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## contacts

### Who to speak to and how to contact them.

**General Enquiries** info@TrafalgarSq.co.uk

**Brokers** Tel: 020 8870 8787

Lindsay Hopkins (IFA) lindsay@TrafalgarSq.co.uk  
 Stuart Yardley stuart@TrafalgarSq.co.uk  
 Rory Shackleton rory@TrafalgarSq.co.uk  
 Juspal Nagra jus@TrafalgarSq.co.uk  
 Robert Heywood rob@TrafalgarSq.co.uk

**Finance/Operations** Tel: 020 8870 8787

Sarah Jane Costello sarahjane@TrafalgarSq.co.uk

### Client Services

Amanda Russell amanda@TrafalgarSq.co.uk Tel: 020 8776 8333  
 Kerry Chesney kerry@TrafalgarSq.co.uk Tel: 01322 430931

### Trafalgar Square Financial Planning Consultants

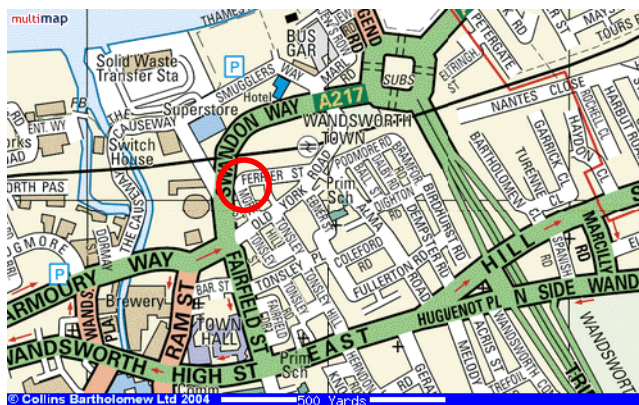
6 Morie Street Tel: 020 8870 8787  
 London SW18 1SL Fax: 020 8870 8788

### How to find us

**Train:** The nearest station is Wandsworth Town, a 12 minute journey by overland train direct from London Waterloo or from Victoria, changing at Clapham Junction. Turn right out of the station, take the first right turn into Ferrier Street which becomes Morie Street at the top of the road. Our offices are on the right hand side at the top of Morie Street.

**Road:** Turn into Old York Road which is a slip road off Wandsworth Bridge roundabout/ Swandon Way (A217) going towards Putney. Turn first right into Ferrier Street which becomes Morie Street at the top of the road. Our offices are on the right hand side at the top of Morie Street. There are 4 hour parking meters in Morie Street and Old York Road, which runs from 9.30am - 4.30pm Monday to Friday.

**Bus:** The No. 28 and No. 44 buses both stop on Old York Road.



## client testimonials

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In answer to the questions “Is there anything specific you believe we should do to improve our service?” and “What Part of our service were you particularly pleased with?” these are some of the answers from our clients:

*TSFPC listened to our requirements and provided us with plenty of viable options, it made remortgaging so much easier!*

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*I was pleased with the way your company came over as very friendly and explained things in a basic way to me, as this was my first dealings with mortgages, you were very good and made me feel at ease.*

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*Communication was great, helping with the paperwork which can be a nightmare, keeping us updated and polite and friendly.*

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*Everything is good, as soon as I find out what is bad about your company I will let you know!!*

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*The speed and the sleep easy factor, promoted by the fact that everyone knew what was happening.*

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*Level of personalised communication was fantastic.*

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*The personal touch – other than simply obtaining a mortgage, my advisor was very helpful in advising on future possibilities within the property market, my client services assistant was also very informative.*

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*It is tremendously good that you can provide an offer so quickly. Very pleased with your communication style, informing the client at every stage of dealings and proceedings very rapidly.*

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*Very happy with personal touch and relaxed environment when meeting with advisor, felt that any questions or concerns we had advisor could answer. Client services assistant was also very helpful and professional in all stages of our mortgage process.*

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*The willingness of the mortgage broker to be of assistance, even to be available to answer enquiries by phone out of office hours.*

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