



Financial planning



As financial planners, we aim to create a better life for you and your family, now and for generations to come.

We do this by transforming the inherent complexity of financial planning and investing into straightforward language and concepts that can be easily explained and understood. We develop and then maintain bespoke financial plans that fully reflect your circumstances and plans and act to adapt to any changes along the way. We build long-term relationships that stand the test of time.

We know that embarking on this journey can be somewhat daunting. But we also know that by working together, we will deliver clarity over your position, instil the confidence you need to make the right decisions, and give you control every step of the way.

In this brochure you will learn about our services, the way we go about establishing your financial plan and how we work with you to maintain it over the longer term.

You will also, I hope, get a sense of our commitment to you. To be on the front foot. To bring our "A game" every time. To do what we say we're going to do. To always put your interests first.

At Wren Sterling, we've got your back. Your family's too. Because we're invested in your financial success. Now and for the road ahead.



James Twining

Chief Executive Officer

Wren Sterling

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Who we are

Wren Sterling is a nationwide firm of independent financial advisers.

We're financial planners, which encompasses much more than simply recommending investments. This means we look holistically at your whole situation. We plan your finances to achieve your long term goals, incorporating tax planning, protection and regular reviews to ensure your plans are still right for you in your unique situation.

Our independence allows us to recommend products from right across the market, giving you the greatest choice, whilst ensuring our advice is independent from any one provider.

We are committed to developing long-standing client relationships that span generations allowing us to help you and your family achieve your lifetime financial goals.

Our advisers include some of the most experienced and capable professionals working in financial planning. They are supported by a team of qualified researchers and administrators based in our offices across the UK. You can find our Connect team (which provides telephone and online advice service) in our central Nottingham office.



16,000

Over 16,000 clients nationwide

£11bn

We advise on over £11 billion of assets under advice*

8

Financial advice partner of
8 UK Building Societies

100

100 advisers nationwide with
research and administration
support

*Assets under Management and Assets under Influence combined for Wren Sterling Financial Planning Group companies, as at June 2025.
Figure is rounded to the nearest billion

Why choose Wren Sterling?

01

A nationwide financial planning business

All of our advisers are highly trained and fully qualified. They undergo a rigorous training and competency programme to ensure they consistently deliver high standards of advice and service. Our advisers are supported locally by highly experienced researchers, compliance and client service teams.

02

Building your financial knowledge

We're committed to helping you build your financial knowledge so that you can make confident choices about your finances. We'll keep you informed with our regular updates, which include our Budget and Spring/Autumn Statement reactions, and a copy of Money Matters, our flagship magazine.

03

A guiding hand

Your circumstances, needs, challenges and aspirations change as you go through life. Your financial plans need to reflect these changes. Our advisers regularly review and update your financial plans with you.

04

Transparent costs - no surprises

It is very important to us that you fully understand the work we agree to do for you and the associated costs. All our charges are disclosed and agreed with you in writing in advance of starting any work or incurring any costs.

05

Authorised by the Financial Conduct Authority

Wren Sterling is authorised and regulated by the Financial Conduct Authority so you can be certain we are working to industry standards at all times. This also means that you are covered by the Financial Ombudsman Service and Financial Service Compensation Scheme at all times.



Our values

When you do entrust us with your financial future, you can rest assured we will do everything we can to achieve your financial goals. Our company values celebrate knowledge, demand professionalism and a can-do approach.

“Very professional from the start, Ian made everything clear and we discussed all areas that my savings could benefit me. He made me feel comfortable and we seem to have built up a good relationship. Went away from our first meeting feeling comfortable in letting Wren Sterling look after my savings. Looking forward to the future.”

Bryan, Darlington on feefo

Cares

Wren Sterling cares for its clients, colleagues and the communities in which they work. We work with integrity and discipline to do what's right.

Acts

Wren Sterling acts decisively, thinks fast and moves swiftly. We have the entrepreneurial drive to empower our people, modernise our business and deliver better solutions for clients.

Knows

Wren Sterling knows how to solve its clients' most complex problems. We celebrate knowledge and ensure all our clients benefit from our deep expertise and insight, all of the time.

Delivers

Wren Sterling delivers on the promises it makes to its clients and to each other. We expect to be judged and rewarded based on our reliability and our results.



Retirement Adviser of the Year



4.7 / 5 Customer Experience Rating

Correct as of April 2025



Our services

Investment planning

We are financial planning experts and we partner with investment specialists. With access to the whole of the market we can select the most appropriate long term investments designed to deliver against your investment strategy and ultimately your financial plan. We seek to maximise growth but minimise risk by spreading risk through diversification. We will discuss our recommendations fully with you before implementing your plan, and will monitor your investments, providing regular progress reports.

Planning for your retirement

We're all living longer so there's more of life to enjoy, but this means we should start to plan for retirement earlier. The retirement landscape is constantly changing, so it's important you understand current and planned changes and what they mean for you as you move towards retirement.

We ensure we understand your circumstances and motivations so we can steer you through the increasingly complex world of retirement to achieve your retirement goals.

Post retirement and later life planning

Throughout our working lives we accumulate wealth but once in retirement our financial needs change. We can work with you to make the most of your wealth, generate income and provide for these changes. We will help you consider the implications of the loss of a spouse or partner, or a deterioration in your own physical or mental health.

We can also advise on the most appropriate way to pass wealth on to the next generation.



“Efficient service and my account manager is very thorough and considered. We can have a proper conversation and get things actioned quickly. My funds are performing well as a result.”

Bob, West Midlands on feefo



“The service we have received from Wren Sterling has always been exceptional and in particular our dealings with David Simons has been excellent. He is clear in explaining different types of investment and his advice has been based on a thorough understanding of my financial situation. It’s refreshing that he always puts the customer at the forefront of his advice and at no time were we pressurised in taking any unsuitable products.”

Philip, Sheffield on feefo

Passing on wealth

In an era of unprecedented property prices and soaring education costs, passing on wealth, either during life or on death to younger generations is a key objective for many people.

Your financial adviser works alongside your solicitor and accountant to ensure the correct Will, Trust and Powers of Attorney are in place. In addition, we have considerable experience in the specialist world of advising on Trust Investments.

Family financial planning and protection

We all want the very best for our family throughout their lives, but we need to plan to achieve it. We can structure your finances in line with your financial objectives, whether to provide an income, pay for university, or provide a tax-efficient legacy in later life. Protection can help should the unexpected happen. You and your family can remain on course to achieve your financial goals.

Corporate and Director financial planning

Many of our clients are also company directors and require advice on corporate financial planning. Each of our private client advisers works closely with a corporate adviser, so if your business needs advice, we can provide that too. We also work with directors of businesses where the need for personal advice is inextricably linked to the need for corporate advice.

Mortgages

Wren Sterling’s experienced mortgage team specialises in whole of market mortgage advice and we can guide you through your mortgage journey from start to finish. We work with first time buyers through to experienced buy-to-let landlords with multi-property portfolios.

Our financial advice process

We believe it's important that you fully understand the process you're going through and the options you have. This enables you to make confident and informed decisions about your future.

Gathering the facts

During our first appointment we listen very carefully. We need to understand your current financial circumstances fully, your lifestyle, your hopes and financial aspirations. Similarly, we need to understand any concerns or potential barriers you may have, such as restrictions you may wish to place on the types of investments you will consider. We capture all of this in our factfind which allows us to identify your priorities, financial objectives and forms the basis of our analysis, planning and eventual recommendations to you.

Analysis

First we build an understanding of your current financial position. We look at your assets, liabilities, income, expenditure and pensions. We'll discuss your future expectations, including retirement income and succession planning. Often, we will use lifetime cashflow analysis to project possible future outcomes to gauge whether you are on track to achieve your goals.

Building your plan

Building your plan involves researching the right solution and, where appropriate, the right investment strategy from across the market. We take into account your previous experience and attitude to investment, and work to minimise the risk of investing, given the level of return needed. You will be able to see how our recommendations come together to deliver your financial objectives.

Implementation

Should you decide to adopt our recommendations, we will make all the necessary arrangements for the plans and policies to be put in place.

Maintenance

Life will always present opportunities and challenges. As the financial and legislative landscape changes and your own circumstances change too, we're always on hand, not least in your regular planning meeting, to discuss and adjust your plan to keep you on track to achieve your financial goals.



Regular planning meetings

Your planning meeting is an opportunity to look back and review how our recommendations are delivering against your financial goals. More importantly however, it's an opportunity to look forward, to recognise any changes in your circumstances and objectives, and to seize any new opportunities so that your plan can be adjusted keeping you on track to achieve your financial goals.

Update

It is important to establish if anything has changed since our last meeting that might affect your plan.

This is your opportunity to update your adviser on any changes in your personal circumstances, the level of risk you now find acceptable and any changes in your objectives that might affect your existing financial plans.

Review

The review and both updates are then used to adjust your financial plan, where relevant. This may include:

- Adjustment of your risk profile as required
- Rebalancing your investment portfolio to spread risk, and look at new investment opportunities
- Planning for new protection requirements
- Addressing inheritance planning

Adjusting your plan

The review and both updates are then used to adjust your financial plan, where relevant.

If your update does not affect your plan, we will review our progress against your existing goals. This will include:

- Investment portfolio performance analysis
- Review of investment portfolio asset allocation

Keeping you informed

Wren Sterling will send you Money Matters twice a year.

This is our client magazine that covers topical financial stories with our commentary, and any related areas of interest such as property and legal issues that might be relevant.

You will also receive our regular financial updates, Budget and Spring/Autumn Statement reactions, via email.

“Andrew has been a great help to me and is always there ready with advice. Especially now that I’m on my own after losing my husband. He is very reliable.”

Yvonne, on [reviews.com](https://www.reviews.com)

Our investment philosophy

Our investment philosophy and its application is based on the belief that our Modern Portfolio Theory (MPT) gives a solid foundation on how to invest money for the long term.

Our Modern Portfolio Theory has four main principles:

1. Investors are inherently risk-averse

We always seek to reassure clients.

Investors are not willing to accept risk, except where the level of returns generated will compensate them for that risk. Investors are often more concerned with the risk of loss than they are with reward, which is why we take time to assess your attitude to risk and regularly update it.

2. Equity markets are efficient

Advancing information technology, better research and more sophisticated investors are causing the markets to become even more efficient. This should result in better value for money for investors as overheads and fees are reduced.

3. Portfolio objectives

The focus of attention should be shifted away from individual equity analysis to consideration of a portfolio as a whole, based on the explicit risk and reward parameters and the total portfolio objectives.

The efficient allocation of capital in your portfolio to specific asset classes will be far more important than selecting the individual investments.

4. Optimal risk level

For every risk level there is an optimal combination of asset classes that will maximise returns.

The percentage and the proportionality of these assets in a portfolio are crucial. We work with investment managers who constantly try to achieve this balance on behalf of our clients.

We believe that diversification of different asset classes can significantly reduce volatility without reducing the potential for growth. We don't rest on our laurels though. Our investment solutions may adopt tactical asset allocation changes to protect or enhance client assets due to market movements.

We adopt the use of both active and passive investment strategies and believe that both can have a place in an investment portfolio.



Our investment principles

Understanding the process involved in creating your plan is important, but the real value lies in what it delivers to you. Our investment approach is key in delivering that value.

Our investment principles

Our fundamental belief is that understanding the relationship between the total cost and the returns provided by an investment is the most critical factor for delivering your objectives. Our principles are:

- | | | |
|--|--|---|
| <hr/> 01
Invest for long-term goals and save for short-term goals | <hr/> 02
Understanding the impact of costs is vital to long-term investment success | <hr/> 03
Broad diversification reduces risk, and appropriate asset allocation is key |
| <hr/> 04
Know the purpose of an investment in a client's financial plan | <hr/> 05
Understanding how various factors can affect investment performance | <hr/> 06
Market timing and performance chasing do not guarantee returns |
| <hr/> 07
Past performance is not a reliable indicator of future returns | | |

Our investment committee

What does our investment committee do?

The role of the committee is to constantly monitor and review the available investment solutions in accordance with our criteria that focus on performance, risk and management techniques. Those that meet our criteria, are then put forward to our advisers for selection as our 'core investment solutions'.

These solutions represent a broad choice and give the advisers real flexibility when creating and delivering your investment strategy, whilst ensuring implementation is in the most tax efficient manner.

Who is on our investment committee?

Wren Sterling's investment committee comprises some of our most experienced advisers and is chaired by an impartial external industry specialist, supported by independent research consultants and our third party compliance support provider. It plays a vital role in reviewing our extensive investment research, monitoring developments in the global investment markets, advances in financial planning solutions, and interpreting how these might impact our clients.

All of this is critical to ensure we deliver the best possible independent advice to our clients.

Keeping you safe

We pride ourselves on the quality of the advice we give our clients.

To ensure the ongoing suitability of our advice we operate an experienced internal compliance function and we also work with our third party compliance support provider, one of the leading outsourced compliance operations in UK financial services.

We believe a strong compliance culture enhances the advice we offer our clients. We're authorised and regulated by the Financial Conduct Authority. With regular adviser training, we always strive to offer the most suitable and contemporary advice to keep our clients on track to achieve their financial goals.



Sustainable investing

Traditional investing takes an investor's need for returns and attitude to risk into account. With sustainable investing, your money can influence positive change and support causes you care about.

Companies and institutional investors are being asked to contribute to the UN's 17 Sustainable Development Goals through their business activities, asset allocation and investment decisions. This is a universally agreed sustainability framework, which can support conversations with your adviser about your values and focus your decision-making.

Your adviser will discuss your preferences with you and use this during their investment recommendations.

"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make."

Jane Goodall, Primatologist and Anthropologist



Our online personal finance portal

We recognise that our clients want secure and convenient communications, much like in other areas of life, such as online banking and utilities.

Access to your finances online

Wren Sterling's Personal Finance Portal (PFP) is a secure online portal that is free for our clients and displays your finances at the click of a button on desktop, laptop and mobile, wherever you are.

We use it for communications, document storage and to minimise our impact on the planet by reducing the amount of paper we send in the post.

Registration is simple and your adviser will give you instructions when you become a client of ours. We also run a dedicated helpdesk that is happy to help get you started, just email pfp@wrensterling.com.

Contribute to our drive to be sustainable

We're committed to offsetting the emissions created through print and post, so every time one of our clients registers for our PFP, we make a donation to a sustainable project.

This initiative began in 2020 and supports our commitment to have a positive impact on our environment, alongside the impact investing options that are available to our clients.



Financial insights for your inbox

One of the benefits of being a Wren Sterling client is that you will be sent our Financial Update Programme to keep you abreast of the key changes in financial planning as they happen.

We send two magazines and regular e-newsletters each year, full of financial planning thoughts from our experts and our partners, who comprise some of the leading investment managers in the UK.

We also issue reports after the Budget and significant political events, which have the potential to impact on your financial plans. These updates often act as a catalyst for clients to get in touch about changes in their circumstances or for our advisers to reach out to you because your situation has been impacted.

Our communications also offer chances to let us know how you feel about Wren Sterling with our annual Net Promoter Score survey, plus invites to other events and live webinars.



