



Söderberg
& Partners

Wealth
Management

Target Market Statement

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The Soderberg & Partners Wealth Management Platform

The Platform is a technology solution for UK IFAs and their customers that facilitates services for wealth management products, it aggregates data and provides economies of scale for IFA managing client investments

- A wide range of financial instruments can be held on platform,
- It provides easy access to money invested,
- Facilitates transfers, switches and portfolio management,
- Complies with relevant regulatory obligations,
- Has clear, low-cost pricing, and
- Secure, online paperless administration.

Target Market

This Platform is considered appropriate for consumers who meet the following criteria:

- They are UK residents aged 18 or over (a Junior Isa is available for those under 18),
- Qualify for investment into a financial instrument held on the platform,
- Are technically proficient and able to take advantage of a fully digital offering,
- Are saving or investing following the personalised recommendation of a Financial Conduct Authority (FCA) authorised financial advice firm,
- Are continuing to receive ongoing financial advice from an FCA authorised financial advice firm,
- Have a medium to long-term income or growth objective that can be met by the range of financial instruments offered within the platform,
- Consider the services and consolidation benefits of the platform good reason to use it, and
- Have the financial resources such that the loss of all funds invested on the Platform would not create for them intolerable financial hardship.

Appropriateness and Vulnerability

There will be circumstances where the Platform is not a suitable option for the consumer, we recognise the nature of the personalised recommendations of the financial advice firm will be better placed to assess such suitability; but in general terms we consider the following to be requirements of consumers to be indication that the platform is not appropriate:

- They wish to save or invest without the services of a financial adviser,
- They require some form of guaranteed growth or income, and
- They are unable to bear the loss of the whole investment amount without intolerable financial hardship.

We also recognise life events may occur that create positions of vulnerability for the consumer and that there are any number of factors that could be the cause from temporary illness, the loss of access to a financial adviser, intensive caring demands, or bereavement. We have considered how vulnerability may affect our Target Market and consider that it presents the following key risks:

- Consumer cannot use/access the right information to make an informed decision, and or
- Consumer is not currently competent to make an informed decision, and or
- Consumer does not have time to take action that would be in their best interests.

We have designed our processes, engineered our systems, and trained our employees to handle such vulnerability appropriately and are confident in combination with the advising firm that vulnerable customers can still benefit from using the Platform, and it will continue to be appropriate for them to do so.