

# Client Charter

***Honesty and Integrity in everything that we do is the foundation that the SBA Group was built on.***

1. We promise that the genuine needs of our individual clients will always come first.
2. We will always strive to exceed our clients expectations.
3. All of our clients have their own client business manager, who will provide a dedicated and individual service.
4. We will always seek to deliver creative solutions, tailored to the needs of each individual client.
5. We will ensure that your personal information will always be held in the strictest of confidence.
6. As a fee based IFA Practice, we promise our advice will always centre around what is the best for our clients.
7. We will always tell our clients the truth about money.
8. We will always do our very best to explain complex issues in plain, simple English.
9. We will always treat every client as a person and never as a number.
10. We will always strive to achieve the highest standards of service and advice for all our clients.

***At SBA we are so confident of our work, that we give a 100% Satisfaction Guarantee.***

***At SBA our clients and our reputation mean everything to us. Our aim is to help our clients live the lifestyle that they want to have, without the fear of every running out of money. By doing this, our clients regularly recommend new clients to us, which has and will always continue to be our greatest measure of success.***