



DANBURY
— COMPLIANCE —

RETAINER SERVICE BROCHURE

Table of Contents

Introduction	2
Tier Comparison	3
Enhanced Retainer	4
Ongoing Support	4
Regulatory Horizon Scanning	5
Compliance Framework Document Review	6
Consumer Duty Review	6
Compliance Monitoring	6
Governance	7
Periodic Reporting	7
Core Retainer	8
Ongoing Support	8
Regulatory Horizon Scanning	9
Compliance Framework Document Review	9
Consumer Duty Review	10
Compliance Monitoring	10
Periodic Reporting	10
Essentials Retainer	11
Ongoing Support	11
Regulatory Horizon Scanning	12
Additional Options	13
What We Can Support	13
How This Support is Structured	14
Pricing	15

Introduction

Independent, senior expertise

Proactive and practical support

Tailored to your needs

All for a manageable and predictable fee

At Danbury Compliance, we believe in the power of proactive, high-quality Compliance support for firms, to ensure they keep pace with the evolving regulatory landscape.

Therefore, we have designed three retainer tiers to suit your needs:

- **The Enhanced Retainer** – for those firms looking to embed a comprehensive Compliance support process into their business
- **The Core Retainer** – for those firms looking to stay compliant whilst also proactively managing risk continuously
- **The Essentials Retainer** – for those firms who simply want assurance that they are compliant on a more ad-hoc basis

Danbury Compliance's retainer service has been designed to support small to medium-sized wealth management firms offering financial advice and investment services in the UK.

We also pride ourselves on our ability to adapt to your needs and circumstances. Therefore, if any of the standard offerings require customisation to better suit your requirements, we can discuss this further.

Want to know more?

Please continue to find out more about each service

Tier Comparison

	Level of Support	Enhanced	Core	Essentials
Ongoing Support	No Time Cap	☑		
	Up to 5 hours Per Month		☑	☑
Horizon Scanning	Quarterly Report	☑	☑	☑
Compliance Framework Document Review	Up to 10 Documents	☑		
	Up to 5 Documents		☑	
Consumer Duty Review	Annual Board Report	☑	☑	
	Annual Outcomes Monitoring	☑		
	Fair Value Assessment	☑		
Compliance Monitoring	Number of Reviews Per Year	☑ Up to 4 reviews	☑ 1 review	
	Annual Programme Design	☑		
Governance	1 Board Attendance Per Year	☑		
	Board/Committee Effectiveness Review	☑		
Periodic Reporting	Quarterly	☑		
	Annual		☑	

Enhanced Retainer

Our **Enhanced Retainer** is our most comprehensive offering and is most suitable for firms looking for outsourced, strategic Compliance support. The Enhanced Retainer gives your business independent expertise, proactive oversight and practical regulatory support — throughout the year, every year.

We work alongside you to keep compliance moving, identify emerging risks and provide clear, practical advice when you need it.

Ongoing Support

Got a query? No problem. Our ongoing support provides day-to-day assistance when you need it.

The following outlines examples of the type of support covered:

- Ongoing advice on FCA rules and regulatory requirements
- Initial advice and support on regulatory surveys and returns
- Ad-hoc compliance queries and emerging issues
- Advice on regulatory implications of business changes
- Support with client queries (e.g. suitability, vulnerable client situations)
- Support with potential breaches, incidents or complaints
- Regulatory notifications and escalation advice where appropriate
- Support with reviewing new ad-hoc financial promotions or client communications

The following outlines examples of the type of support not generally covered by the retainer fee:

- Wider end-to-end review of frameworks. Whilst documentation may be required and requested to help provide context to a query, a review of such documentation in full will generally be classed as additional to this service
- A client file review, for suitability or complaint response purposes
- Completion of or full review of regulatory surveys and/or returns
- Completion of complaint responses
- Completion of breach or any other regulatory notifications
- Approval of financial promotion or client communication campaigns

If any of your ongoing support needs are not met by the standard retainer service, we can discuss the most appropriate way to accommodate them.

What You Receive

You will be provided with a direct email address and phone details and priority acknowledgement and responses to your queries.

Acknowledgement

- We aim to provide an acknowledgement on the **same business day** to either discuss or acknowledge your query.

Response

- **Non-complex issues** – where further consideration is required or information needs to be reviewed, we aim to respond within **2 business days** of that initial acknowledgement
- **Complex issues** - we aim to provide a response within **3 to 5 business days** for more complex issues.

For the purposes of the retainer, we will generally consider an issue to be **non-complex** where it involves a straightforward compliance question, established regulatory requirements, limited factual analysis and does not require substantial document review or detailed interpretation.

An issue may be considered **complex** where it involves multiple or potentially conflicting regulatory requirements, significant factual or documentary analysis, interpretation of unclear or evolving requirements, novel circumstances, multiple jurisdictions or matters involving potentially significant regulatory risk.

With all queries requiring more time and written responses, we will provide a clear estimation of the time it will take, so that you are clear when you can expect a response.

Regulatory Horizon Scanning

Need to understand what is changing?

We monitor relevant regulatory developments and translate them into practical actions for your business, to keep you on track.

What You Receive

- You will receive concise, **quarterly** updates covering:
 - What has changed
 - Why it matters
 - What you need to do
 - By when

Compliance Framework Document Review

Need to know whether your Compliance framework is still up to date?

We perform an **annual review** of your Compliance policies and procedures to ensure you remain in line with the rules and to demonstrate that you are subjecting your framework to regular, continuous review.

What You Receive

- We undertake a review of **up to 10 of your Compliance documents** each year.
 - We then provide a summary of the review performed and the recommended changes, where identified
-

Consumer Duty Review

Unsure whether you are able to evidence the delivery of good outcomes for your clients?

Our Consumer Duty offering combines a review of your management information framework, your annual Board report and Fair Value Assessment every year, allowing you to evidence alignment with the principles of the Duty.

What You Receive

- **Annual Board Report** – we review and challenge your report, with a report summarising our challenges and recommendations. This gives you the confidence that a thorough challenge and review process has been undertaken by an independent expert, prior to signing off the report.
 - **Outcomes Monitoring MI** – we review your framework, your metrics and KPIs, to ensure your monitoring is able to identify good and poor outcomes and is in line with FCA best practice.
 - **Fair Value Assessment** – we review the content of your fair value assessment for your main product or service to ensure it evidences the delivery of value to clients.
-

Compliance Monitoring

Can you identify the emerging risks within your business?

Our Compliance Monitoring offering helps you do that consistently by creating a risk-based programme and undertaking reviews throughout the year, every year.

We get to know your business, its regulatory permissions and design a programme that is risk-based and is tailored to your business. We then undertake that programme for you.

What You Receive

- **A comprehensive risk assessment and programme design report**, outlining the process undertaken and the proposed review plan – every year.
 - **Completion of up to 4 reviews per year**
 - **A report for each review**, outlining the content of the review and findings with clear risk ratings, recommended actions, owners and target dates.
 - **An action tracking report**, to enable you to keep on top of any outstanding actions
-

Governance

Evidence of good governance is often the key to demonstrating that your firm is not only adopting the correct processes but that they are also operating effectively.

Our governance offering combines a Board/Committee Effectiveness review with attendance at one board meeting per year, giving you confidence that your governance framework is designed and operating effectively.

What You Receive

- **A Board Committee Effectiveness report**, outlining the review undertaken and findings
 - **Attendance at one Board meeting per year** – the purpose of this can be discussed as and when attendance is required
-

Periodic Reporting

Want to easily identify what we are delivering for you?

We provide you with a **quarterly summary report**, to keep you and your management team up to date on our work and to demonstrate the value we are providing on an ongoing basis.

Core Retainer

Our **Core Retainer** is our most balanced offering, comprising the same principles of proactive support and ongoing oversight as our Enhanced Retainer, but at a reduced level and cost.

Ongoing Support

Our ongoing support under the Core Retainer covers the same type of day-to-day support as under the Enhanced Retainer, **up to 5 hours a month**.

The following outlines examples of the type of support covered:

- Ongoing advice on FCA rules and regulatory requirements
- Initial advice and support on regulatory surveys and returns
- Ad-hoc compliance queries and emerging issues
- Advice on regulatory implications of business changes
- Support with client queries (e.g. suitability, vulnerable client situations)
- Support with potential breaches, incidents or complaints
- Regulatory notifications and escalation advice where appropriate
- Support with reviewing new ad-hoc financial promotions or client communications

The following outlines examples of the type of support not generally covered by the retainer fee:

- Wider end-to-end review of frameworks. Whilst documentation may be required and requested to help provide context to a query, a review of such documentation in full will generally be classed as additional to this service
- A client file review, for suitability or complaint response purposes
- Completion of or full review of regulatory surveys and/or returns
- Completion of complaint responses
- Completion of breach or any other regulatory notifications
- Approval of financial promotion or client communication campaigns

If any of your ongoing support needs are not met by the standard retainer service, we can discuss the most appropriate way to accommodate them.

What You Receive

You will be provided with a direct email address and phone details to raise and discuss your queries

Acknowledgement

- We aim to provide an acknowledgement **within 1 business day** to either discuss or acknowledge your query.

Response

- **Non-complex issues** – where further consideration is required or information needs to be reviewed, we aim to respond **within 2 business days** of that initial acknowledgement.
- **Complex issues** - we aim to provide a response **within 5-7 business days** for more complex issues.

For the purposes of the retainer, we will generally consider an issue to be **non-complex** where it involves a straightforward compliance question, established regulatory requirements, limited factual analysis and does not require substantial document review or detailed interpretation.

An issue may be considered **complex** where it involves multiple or potentially conflicting regulatory requirements, significant factual or documentary analysis, interpretation of unclear or evolving requirements, novel circumstances, multiple jurisdictions or matters involving potentially significant regulatory risk.

With all queries requiring more time and written responses, we will provide a clear estimation of the time it will take, so that you are clear when you can expect a response.

Regulatory Horizon Scanning

Need to understand what is changing?

We monitor relevant regulatory developments and translate them into practical actions for your business, to keep you on track.

What You Receive

- You will receive concise, **quarterly updates** covering:
 - What has changed
 - Why it matters
 - What you need to do
 - By when

Compliance Framework Document Review

Need to know whether your Compliance framework is still up to date?

We perform an **annual review** of your Compliance policies and procedures to ensure you remain in line with the rules and to demonstrate that you are subjecting your framework to regular, continuous review.

What You Receive

- We undertake a review of **up to 5 of your Compliance documents each year**.
 - We then provide a summary of the review performed and the recommended changes, where identified.
-

Consumer Duty Review

Our Consumer Duty offering under the Core Retainer reviews and challenges your annual Board report each year, allowing you to evidence alignment with the principles of the Duty.

What You Receive

- **Annual Board report** – we review and challenge your report, with a report summarising our challenges and recommendations. This gives you the confidence that a thorough challenge and review process has been undertaken by an independent expert, prior to signing off the report.
-

Compliance Monitoring

Our Core Retainer provides for the completion of **one Compliance Monitoring review per year**. This review is decided collaboratively, providing our independent input into high-risk areas or themes that we believe warrant further assurance, alongside your input into areas which you believe require an independent review.

What You Receive

- **Completion of the review**
 - **A report for the review**, outlining the content of the review and findings with clear risk ratings, recommended actions, owners and target dates.
 - **An action tracking report**, to enable you to keep on top of any outstanding actions
-

Periodic Reporting

Our Core Retainer provides you with an **annual summary report**, to keep you and your management team up to date on our work and to demonstrate the value we are providing on an ongoing basis.

Essentials Retainer

Our **Essentials Retainer** is exactly that – a simplified, low-cost offering designed to be on hand when you need support and to keep you up to date with regulatory changes.

Ongoing Support

Our ongoing support under the Essentials Retainer covers the same type of day-to-day support as under the Enhanced Retainer, **up to 5 hours a month**.

The following outlines examples of the type of support covered:

- Ongoing advice on FCA rules and regulatory requirements
- Initial advice and support on regulatory surveys and returns
- Ad-hoc compliance queries and emerging issues
- Advice on regulatory implications of business changes
- Support with client queries (e.g. suitability, vulnerable client situations)
- Support with potential breaches, incidents or complaints
- Regulatory notifications and escalation advice where appropriate
- Support with reviewing new ad-hoc financial promotions or client communications

The following outlines examples of the type of support not generally covered by the retainer fee:

- Wider end-to-end review of frameworks. Whilst documentation may be required and requested to help provide context to a query, a review of such documentation in full will generally be classed as additional to this service
- A client file review, for suitability or complaint response purposes
- Completion of or full review of regulatory surveys and/or returns
- Completion of complaint responses
- Completion of breach or any other regulatory notifications
- Approval of financial promotion or client communication campaigns

If any of your ongoing support needs are not met by the standard retainer service, we can discuss the most appropriate way to accommodate them.

What You Receive

You will be provided with a direct email address and phone details.

Acknowledgement

- We aim to provide an acknowledgement **within 1 business day** to either discuss or acknowledge your query.

Response

- **Non-complex issues** – where further consideration is required or information needs to be reviewed, we aim to respond **within 2 business days** of that initial acknowledgement
- **Complex issues** - we aim to provide a response **within 5-7 business days** for more complex issues.

For the purposes of the retainer, we will generally consider an issue to be non-complex where it involves a straightforward compliance question, established regulatory requirements, limited factual analysis and does not require substantial document review or detailed interpretation.

An issue may be considered complex where it involves multiple or potentially conflicting regulatory requirements, significant factual or documentary analysis, interpretation of unclear or evolving requirements, novel circumstances, multiple jurisdictions or matters involving potentially significant regulatory risk.

With all queries requiring more time and written responses, we will provide a clear estimation of the time it will take, so that you are clear when you can expect a response.

Regulatory Horizon Scanning

Our Essentials Retainer provides the same level of service as under the Enhanced and Core offerings. We monitor relevant regulatory developments and translate them into practical actions for your business, to keep you on track.

What You Receive

- You will receive concise, **quarterly updates** covering:
 - What has changed
 - Why it matters
 - What you need to do
 - By when
-

Additional Options

In addition to the three tiers of service, we know that every firm is different and your needs may change over time or issues arise which require special, one-off attention.

What We Can Support

There are a number of additional areas in which we can provide support and guidance – please see below for a table summarising the standard additional areas

Additional Consumer Duty Support	<p>In addition to the Consumer Duty services provided under both the Enhanced and Core retainer tiers, we offer two separate Consumer Duty services.</p> <p>Consumer Duty Health Check Review</p> <ul style="list-style-type: none">• This entails a review of your:<ul style="list-style-type: none">○ Fair Value Assessment○ Customer Journey Mapping○ Vulnerable Client Framework and○ Foreseeable Harm Framework <p>Consumer Duty Governance Review</p> <ul style="list-style-type: none">• This entails a review of your:<ul style="list-style-type: none">○ Outcomes Monitoring Framework and○ Board/Committee Oversight <p>Whilst these are standalone services, we are happy to discuss adding a component of either service to your retainer service if this better meets your requirements.</p> <p>We also offer the following Consumer Duty support:</p> <ul style="list-style-type: none">• Client Communications design, review and testing - to ensure communications with clients are subject to the correct design, to ensure clients are receiving the information they need• New product review and approval support – to ensure products and services receive the right level of scrutiny prior to approval, to ensure they are set up for success.
SMCR and Conduct Risk Effectiveness Reviews	<p>Whether it is a review of your current SMCR arrangements, support in reviewing your conduct risk framework or support in reviewing staff conduct issues and frameworks, we can help.</p>

FCA Authorisations or Permission Reviews	We can support whichever process you are seeking to undertake, whether it be the end-to-end support to an authorisation process or to support a process already underway.
Training	We are able to provide remote or in-person training to you and your team on a variety of compliance topics, whether it is a refresh or to present new requirements and standards.
Appointed Representatives Oversight	The requirements on Appointed Representative (AR) principals have increased in recent years – we can support in the oversight of your network and also the design of an oversight framework if you are considering onboarding new ARs.
Acquisition and Due Diligence Support	Whether you are subject to an acquisition process or are thinking of acquiring a firm, due diligence is a crucial determinant of whether the transaction takes place or not. We can support both processes.
Complaint Framework and Root Cause Analysis Reviews	Understanding the root cause of complaints is key to reducing foreseeable harm – our reviews can provide assurance over the process you apply and your wider complaint handling process.

How This Support is Structured

Depending on your additional needs, we look to structure the support in the following ways:

- We **adjust the retainer service** to incorporate what you require so that the cost is included within the retainer fee. This will generally be determined by the particular support required and whether we believe the additional support is likely to be a regular need or not **or**
- We **provide a separate price for additional work** in addition to the retainer service. This is the most likely option if the support is particularly complex, specific and not expected to be a regular need

Whichever option is decided, we will ensure that the information and pricing structure is clear ahead of undertaking the work, so that you are clear on what is being delivered, how and the price.

Pricing

For each of our tiers, we offer clients two fee options:

- **Quarterly upfront fee**
- **Annual upfront fee** for the 12-month period

Adopting the quarterly upfront fee option means you spread the total annual fee over the course of 12 months, with only 4 quarterly payments to make.

However, adopting the annual fee option means that although you pay a larger amount upfront, you pay 1 invoice and benefit from a discount on the overall annual fee.

For each tier, **the discount equates to paying for 12 months of service for the price of 10 months.**

Please see below for the pricing options per tier, showing the cost breakdown by month and by year.

Enhanced	Core	Essentials
Monthly Cost (paid quarterly)		
<u>£3,250 p/m + VAT</u>	<u>£1,500 p/m + VAT</u>	<u>£750 p/m + VAT</u>
£39,000 p/a + VAT over 12 months	£18,000 p/a + VAT over 12 months	£9,000 p/a + VAT over 12 months
Annual Cost (single payment)		
<u>£32,500 p/a + VAT</u>	<u>£15,000 p/a + VAT</u>	<u>£7,500 p/a + VAT</u>
Equivalent to c£2,700 p/m + VAT	Equivalent to £1,250 p/m + VAT	Equivalent to £625 p/m + VAT