



## **Salisbury Financial Services - Treating Customers Fairly**

Our objective is to build long term relationships with our clients and at all times we endeavour to act in the client's best interests. We are committed to meeting the TCF outcomes that our regulator, the Financial Conduct Authority (FCA) expects to be met in order for SFS to treat customers fairly. Our principles are as follows:

- Clients can be confident that they are dealing with a firm where the fair treatment of clients is central to the corporate culture
- Products and services marketed and sold by us will be designed to meet the needs of clients and targeted accordingly
- Clients are provided with clear information and kept appropriately informed before, during and after the point of sale
- Where advice is given it will be suitable and will take account of the client's circumstances
- Clients can expect our recommendations to be clearly stated, appropriate for purpose and understandable. Similarly, any associated service we provide will be at an acceptable standard with details agreed at outset.
- If there is a change in circumstances and therefore the advice received needs reviewing, we will assist wherever to change the product, switch provider, help submit a claim and in the last resort deal with any complaint as quickly as possible.