

The Bath Private Pension Plan Target Market

The target market for the Bath Private Pension Plan comprises of clients who fall into one or more of these categories:

1. want to have access to a wide range of investments (within our permitted list) without being restricted to particular managers.
2. have larger funds or are planning to accumulate large funds in the near term with transfers and/or future contributions.
3. have complicated circumstances such as lifetime allowance protection or lump sum protection.
4. want access to direct commercial property investment.
5. want a personal service rather than dealing with a general team or having to submit all requests online.
6. want a direct line of communication to a member of staff, and providing prompt replies to queries, rather than dealing with a large company that doesn't answer emails.

Negative target.

Our SIPP would not be suitable for clients who have relatively small funds and are happy to use an online platform to arrange investments. It is not suitable for anyone content to use a default investment fund. Members with small funds would be better transferring to pension schemes that have percentage charges.

The SIPP is not available for members transferring from final salary pension schemes.

Client Demographics

Our SIPP members will typically be aged 50 or over, either retired or preparing for retirement. They could well be higher rate taxpayers but often clients will be managing their affairs to reduce t or avoid higher rate tax. Other members have inherited funds with the SIPP wrapper on the death of previous members.