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Private Equity Services



Welcome to Wren Sterling's Private Equity Services brochure. We're excited to be partnering some of the UK's most exciting companies as they embark on the next stages of growth.

In this brochure you'll find details of the services we offer businesses and individuals at PE-owned businesses and on behalf of PE houses themselves.

Wren Sterling is almost unique in the market because of our dual Corporate (which we call Workplace) and Private Client capability. Our joined-up approach means we solve problems for businesses, such as streamlining multiple workplace pension and benefits schemes that have been accumulated through Mergers and Acquisition activity, and then we explain the impact on employees.

Finally, we give them a route to independent financial advice through our national network of Financial Planners so they can make the best decisions for themselves and their families.

We're proud of the work we do in this space and as a PE-owned firm ourselves, we understand the challenges and opportunities that being privately-owned presents. I believe you'll find Wren Sterling to be a can-do organisation that takes pride in the work we do for our clients and I'm looking forward to helping your business achieve its goals.

Austin Hutchinson

Financial Planning Director

Wren Sterling

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Creating value through consolidation

Mergers and Acquisition activity can present businesses with unique challenges in the consolidation and management of pension and benefits schemes.

Wren Sterling works closely with businesses that have made acquisitions to simplify their administration and set them on the road to harmonisation and de-risking the employee benefits aspect of their business.

We regularly help PE houses based overseas with their UK entities. We have deep knowledge of UK pension legislation, which protects their interests and ensures the right outcomes for members of those schemes in the UK.

Why choose Wren Sterling to help you simplify benefit schemes?

450+

businesses as clients

600+

Workplace schemes
advised on

80k

employees supported



Why consolidate workplace pension schemes and employee benefits?

Wren Sterling supports companies who have multiple businesses to integrate. Each of them have their own workplace pension and benefits schemes, and they all require monthly administration and governance.

What's more, the acquirer has no control over the employer contribution levels, or the costs and charges of the scheme, which can vary considerably. By going to market for a new scheme and merging acquired businesses into it, companies can bring pension schemes together, reduce their administration and often secure better terms than previously, as there are more employees in the scheme.

This principle also applies to the wider benefits across the acquisitions too, if required. A good example of this is private medical insurance (PMI). A small business may be disadvantaged and not able to offer as comprehensive cover as a larger business. By consolidating, you may be able to secure more favourable terms and better underwriting for members.

When the new schemes are in place, it provides a framework for future acquisitions, simplifying the onboarding of employees and their benefits and quickly embedding them into the same structure.

Key benefits for Businesses and Employees



Our approach

We typically act as a consultant to help you understand the scale of your challenge and the opportunities that can be unlocked through consolidation and simplification. We've got project management resources, so we can be as hands on as you need us to be.

Understanding you

We'll spend time getting under the skin of your business structure, your strategic goals, and challenges. This process sets us both up well to deliver the optimum solution.

Project planning

We'll support you through the project, liaising with your chosen scheme provider on your behalf and helping you to manage its implementation and communication to affected employees.

Governance

We're also available to support you with ongoing scheme governance. This is an important regulatory duty, and we help trustees across the UK to discharge their duties.

"We've experienced a real spike in demand for our services from the PE industry in recent years. Building through acquisition is an exciting growth story for everyone involved but it can leave a patchwork quilt of workplace pension schemes and benefits to manage. It can also create huge disparity in the same organisation, so we work alongside HR Directors and consultants to implement single schemes, going to market to secure the best prices and staying on hand to support future acquisition and integration projects..."

Sarah Herd, Head of Workplace



Ongoing support services

Solving the immediate challenges of administering multiple pension and benefit schemes is our priority when we begin working with PE clients.

However, ongoing support is probably where we're most valuable to our clients. After all, solving a problem at a moment in time is one thing, but ongoing compliance gives our clients peace of mind that they're remaining compliant and that a structure now exists in which to move further acquisitions.

Initial Services

- Discovery sessions
- Pension and benefit scheme audits
- Go-to-market project for best terms
- Recommendations
- Implementation support
- Employee-facing communications

Ongoing support

- Annual reviews
- Pension scheme governance services
- Workplace financial education programme
- Access to Wren Sterling's Private Client team





Our Workplace Pension and Benefits Consolidation Experts



Sarah Herd
Head of Workplace



Paul Mitchell
Director, Corporate Solutions



Bramwell Towse
Director, Corporate Solutions



Bryan Stott
Corporate Consultant



Roger Dickenson
Corporate Consultant

Additional services

We offer a suite of services, which can be combined as part of a package, or standalone, to support all aspects of workplace pension and benefits strategy.

Workplace pensions

Pensions rules and regulations can be complex, so we can recommend a single workplace pension scheme for your business.

Group Risk

Group Risk benefits can be consolidated and preferential terms secured, providing a valuable safety net for employees.

Salary Exchange

Salary exchange in a consolidation context can unlock a lot of value for organisations and increase the range of benefits available to their employees.

Workplace Healthcare

Workplace healthcare can give employees and their families peace of mind that their medical needs are being supported.

Workforce Analysis

If you're creating a single strategy, you should understand what your employees need from their Employee Benefits.

Business Protection

Minimise your liabilities and protect your business against uncertainty and the impact of losing key employees.

Flexible Benefits

Give your company's employees the freedom to choose the benefits they will value most.



Our private client services

Wren Sterling is uniquely positioned to be able to support employers with consolidation and simplification work, and can provide independent financial advice to the workforce.

This can be on an ongoing basis through a Financial Education programme to your broader workforce, a targeted approach for high-earners, or specifically to the workforce to plan for the proceeds of a sale.

“Professional, polite and very thorough. The advice given was very practical and on loudly backed up by sensible research. I was very happy with the guidance provided.

Mark S, 5* review

4.7/5 from 195 reviews
Read more on [feefo.com](https://www.feefo.com)



Financial advice for sale proceeds

When private businesses are sold or refinanced, the capital event can turn directors and employees into wealthy people overnight. While this is fantastic news for everyone, it's important that appropriate guidance is available to help individuals manage their money effectively, in much the same way as lottery winners are given advisers after a windfall.

Wren Sterling has worked with several businesses before and after a capital event, helping individuals to understand their circumstances and the likely impact of a payout on their plans. Then, when the moment comes, they feel prepared.

This service is an extension of our existing Private Client service, but we allocate Financial Planners to our clients, so they're very familiar with the business, the directors and the timeline. It also gives individuals the option to choose the Financial Planner they feel will best understand their needs and build trust in advance.

Services include

Tax planning

Advice on
investment solutions

Protection
(including life insurance)

Mortgages

Retirement planning

Your home may be repossessed if you do not keep up repayments on your mortgage. Investments can go down as well as up and you may not get back the full amount invested. The Financial Conduct Authority does not regulate tax planning.



Our Process

When we engage with your employees, it's important that they're comfortable with every step of the financial planning process and fully understand the options available. We're committed to guiding your people through every step with thorough attention to detail and reporting outcomes to you.

A typical process for employees

Initial contact

We'll start with an informal chat to find out if financial advice can help, with no obligation to proceed. All costs will be disclosed and agreed before continuing.



1. Discovery

Getting to know you and your circumstances.
Establish financial objectives and agree a plan.



2. Research and deeper discovery

Adviser will start to gather and prepare a range of options to suit your circumstances. Further meetings and communication may be required to explore further.



3. Plan design

A plan will be created along with recommendations to deliver agreed objectives. Adviser will present findings and recommended actions.



4. Implement, or Amend & Implement

Agree and proceed with the planning recommendations. Adjustments made to plan before implementing.



5. Execute plan

Proceed with recommendations to start implementing the plan. All plan documentation provided to you.



6. Review

You will receive at least one review of your financial plan each year. You will also have access to an adviser for any ad-hoc advice requirements throughout the year.



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