



- To always act in our clients' best interests and avoid conflicts of interest
- To use jargon-free, succinct and informative language
- To always put clients into an informed position before they make any financial decisions
- To provide complete transparency both in terms of costs and the service we will provide
- To meet all agreed timescales but in the event this is not possible, to communicate clearly any revised timescales
- We are committed to the effective use of technology, in order to increase our efficiency and to ensure our cost base is controlled as far as possible
- To provide investment solutions that are clearly aligned with client objectives and their risk tolerances
- To allow clients to leave at any time without any penalty costs or charges

**Ward Goodman**   
Your success is our business

## OFFICE LOCATIONS:

Ferndown (head office)  
+44 (0) 1202 875 900

Shaftesbury  
+44 (0) 1747 835 435

Wareham  
+44 (0) 1929 551 551

Wimborne  
+44 (0) 1202 849 731

Ward Goodman Financial Services Limited