

1 PURPOSE

The purpose of this guidance is to help advisers at Impact Financial Services obtain client referrals in a professional and respectful manner.

Referrals allow advisers to:

- expand their client base
- build trusted relationships
- help more people benefit from financial advice

Referrals should always be requested ethically and without pressure.

2 WHEN TO ASK FOR REFERRALS

The most appropriate time to ask for referrals is when the client has experienced value from the advice process. Examples include:

- after a successful advice meeting
- when the client expresses satisfaction with the service
- after a policy has been arranged
- after assisting a client with a claim or service request

Clients are more likely to provide referrals when they feel that the adviser has provided clear and valuable guidance.

3 HOW TO ASK FOR REFERRALS

Advisers should ask for referrals in a natural and conversational way.

"If you found our conversation helpful today, I would really appreciate it if you could recommend me to anyone who might benefit from similar advice."

"A lot of my work comes through recommendations from clients. If you know anyone who might benefit from reviewing their protection or mortgage arrangements, I would be happy to help them."

"If any of your friends or family would like to have a similar conversation, feel free to introduce us."

4 ASKING FOR SPECIFIC INTRODUCTIONS

Sometimes it is easier for clients to think of referrals when asked more specific questions.

"Do you know anyone who has recently bought a property?"

"Many self-employed people I speak with don't have income protection. Do you know anyone who might benefit from reviewing this?"

This approach helps clients identify people who may genuinely benefit from advice.

5 MAKING IT EASY FOR THE CLIENT

Advisers should make the referral process simple and convenient. Examples include:

- offering to send a short introduction message
- sharing contact details that can easily be forwarded
- allowing the client to introduce the adviser via WhatsApp or email

"If it's easier, you can introduce us by message and I'll take it from there."

6 PROFESSIONAL STANDARDS

Referrals must always be obtained in a professional and ethical manner. Advisers must not:

- pressure clients to provide referrals
- contact individuals without their consent
- offer inappropriate incentives for referrals

Clients must feel comfortable declining if they prefer not to make introductions.

HOW TO ASK FOR REFERRALS

IMPACT FINANCIAL SERVICES – ADVISER GUIDANCE

Page 2 of 2



✓ Good Practice

- asking for referrals only after providing clear value
- using natural and conversational language
- explaining that referrals help more people benefit from advice
- respecting the client's decision if they decline
- thanking clients for introductions

9 BUILDING A REFERRAL CULTURE

Referrals are most effective when advisers focus on:

- delivering high-quality advice
- building trust with clients
- maintaining ongoing relationships

Satisfied clients naturally become the strongest source of new introductions.

10 REFERRAL SCRIPT – IMPACT METHOD

Impact Financial Services encourages advisers to ask for referrals using a simple and natural structure known as the Impact Method. This method focuses on asking for referrals after delivering value and building trust.

Step 1 – Confirm Value

"I'm glad we had the opportunity to review your situation today and put a plan in place."

Step 2 – Normalise Referrals

"A lot of the people I work with come through recommendations from clients."

Step 3 – Ask for Introductions

"If you know anyone who might benefit from having a similar conversation, I would be happy to help them as well."

Step 4 – Make It Easy

"If it's easier, you can introduce us by message or simply pass them my number."

Step 5 – Show Appreciation

"Thank you, I really appreciate it."

11 COMPLIANCE CONSIDERATIONS

Advisers must ensure that:

- individuals are only contacted with their consent
- referrals are obtained in a professional and ethical manner
- client data is handled appropriately

This supports the firm's regulatory obligations under the supervision of the Financial Conduct Authority.

✗ Poor Practice

- pressuring clients to provide contact details
- repeatedly asking after the client has declined
- contacting individuals without their consent
- offering inappropriate incentives for referrals
- using aggressive or sales-driven language