

# Discover the flexibility of ongoing charges on the Aegon Platform

We've designed our service to support you with managing the needs of your clients through the different stages of their lives. To make it easy for you to tailor your client services, we've developed a fully customisable charges capability for service charges and ongoing adviser charges.

## Our ongoing charge options

We've designed our ongoing charges to suit both your business model and the way you deliver it to your clients - you can select from three core styles or mix and match them.

### £ Flat amount charge (fixed)

To keep things simple you can apply a flat monetary charge where the same amount is charged and collected from your client's account monthly, for example £15 per month.

### 📊 Flat rate charge (percentage)

You can apply a fixed percentage rate, meaning the amount deducted from your client's account will vary month on month, for example if the percentage specified is 0.5%, your client's account will be charged 0.5% a year (paid monthly). You can choose whether to apply this fee to all of your client's holdings or exclude any of your client's holdings in their cash facility. You can also set a minimum and maximum charge to apply.

### 📈 Tiered rate charge

To personalise your client offering, not only can you apply a tiered rate charge on client's investments with up to six tiers, but you can even set the minimum and maximum values per tier and the yearly percentage rate you want to apply to each band. You can choose to apply this fee to all of your client's holdings or exclude holdings in their cash facility.

**Ongoing adviser charges** – you and your client agree on an amount for the advised service you provide.

**Ongoing service charges** – you and your client agree on a separate amount for any other services you offer.

Complete the [Charge set up form](#) to create ongoing charge models. You'll need to complete additional forms to set up more than one charge model.



## How could I apply this to my service?

To see how this could work for you take a look at our example below which shows:

- A flat fixed rate ongoing service charge for the centrally managed investment proposition
- Ongoing adviser charges driven by a tiered rate charge

Service charge for central investment proposition	Percentage charge	Minimum charge	Maximum charge
Fixed fee percentage	0.25%	£250	£2500

Adviser charge for your advised service	Tiered rate applied	Value of investments
Tiered rate charge	0.75%	£0 - £500,000
	0.50%	£500,000 - £1 million
	0.25%	>£1 million

So using the example charges above if your client holds £100,000 worth of investments on the platform the following ongoing charge(s) would apply:

Your charges	Amount
Service charge (at 0.25%)	£250
Adviser charge (at 0.75%)	£750

In addition to your defined ongoing service charge and/or ongoing adviser charges, you can choose to apply initial adviser charges to transfers, single and regular contributions at a product level.

Your client's investments are also subject to our [platform charge](#) and the applicable investment charges paid to an investment manager depending on fund selection.

For more information view our guide to [Charges on the Aegon Platform](#)