Charge comparisons

St. James's Place (SJP) sits at the lower end of the total cost of investing through an adviser in the UK, according to analysis by global consultant firm Ernst & Young (EY). Based on a client investing £100,000 in a pension over 10 years, SJP's charge (covering advice, products and investments) is below the average charged by 16 competitors. Only two providers were shown to be slightly cheaper in the data reviewed.

What's the best way to compare SJP's charges?

SJP has made the component parts of end-to-end investing though an adviser clearer, which makes it easier to compare with peers. Investing typically consists of three main areas:

Advice

Personalised face-to-face financial planning and investment advice (both initial and ongoing)

Product

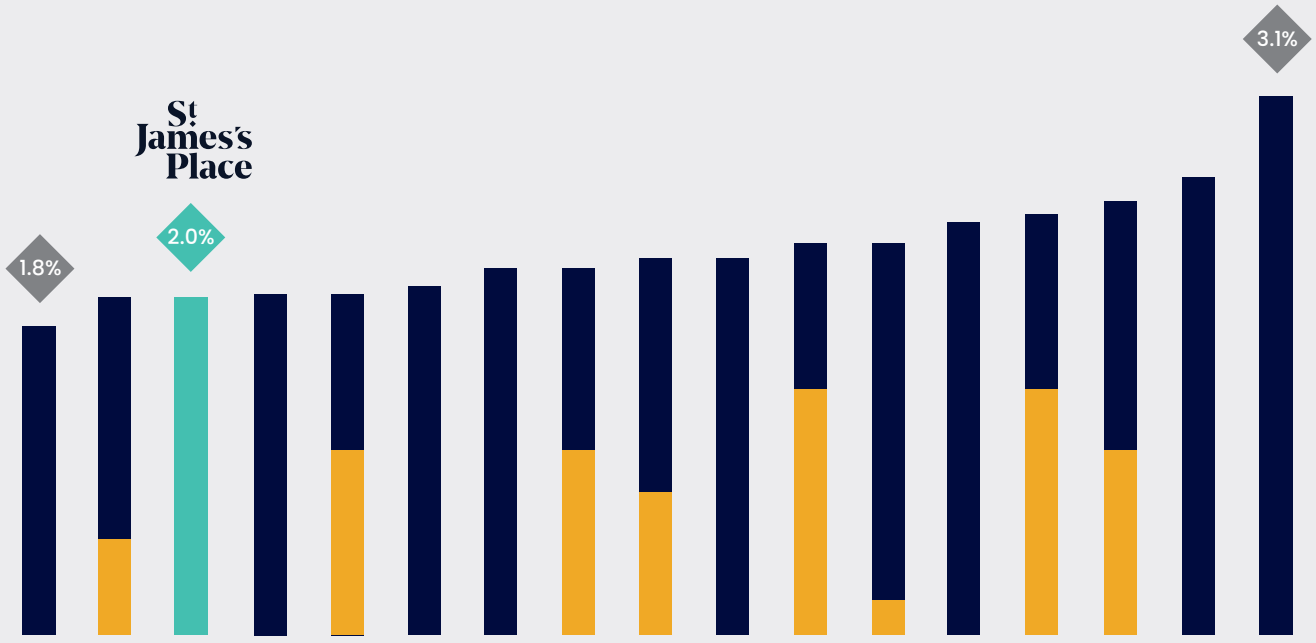
Administration of your products (like a pension)

Fund

Professional active fund management

Some components may be pricier than others. This depends on the complexity of advice, the choice of products and which funds you invest with. Not all wealth managers make the charges for these components publicly visible either. That's why it is important to compare the total charges and why the analysis was done.

Charges comparison for a client investing £100,000 into a pension*



*As at 30 April 2026. The comparison of charges at other investment values, length of investment, product or fund types may vary.
This example is for illustration only and may not reflect your own circumstances. Your charges may be higher or lower depending on your needs.

So, what is this chart telling me?

In this illustration, initial charges are spread across the 10-year period, which reduces their effect in any one year. It also includes ongoing charges paid over that time, such as annual fund management, product administration and advice charges. This gives a single figure to compare charges across different companies.

As shown, there are two colours: blue and orange. Blue represents charges disclosed and could be directly compared with ours. Orange shows where the information was not available, so a market average was used instead. The more orange in a bar, the more information had to be estimated this way.

The FCA's average market rates are 2.4% for initial advice, 0.85% a year for ongoing advice and 0.35% a year for a typical product charge.

This comparison is specific to a pension with £100,000 invested for 10 years. Does that mean if I'm investing less than this, the comparison would be different?

Yes it could. Investments are usually made for the long term, and a pension is one of the most common and important products people use. That is why it was chosen for this illustration. A different time frame, a different product or a different investment amount would change the charges.

Who are the companies you compared against?

AFH Wealth Management	Ascot Lloyd	Brooks Macdonald	Charles Stanley
Evelyn Partners	Fairstone	Fidelity Investments	Hargreaves Lansdown
M&G Wealth Advice	Openwork	Quilter	RBC Brewin Dolphin
Schroders Personal Wealth	Söderberg & Partners	Trinity Bridge	True Potential

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