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# APPOINTED REPRESENTATIVE

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Sturgeon Ventures has incubated many firms since 2000. They have included: hedge funds, venture capital funds, corporate finance firms, private equity firms, capital introduction firms, family offices, energy market participants, both start-ups and established firms.

At the appropriate time, we have assisted them through their FSA (now FCA) application, and continued their compliance monitoring, until they grew large enough to have an in-house department.

Have a look through our testimonials on our website - <http://www.sturgeonventures.com/about-us/appointed-representatives/>

## Becoming an Appointed Representative

Becoming an Appointed Representative (AR) is an option that you have if you wish to practice regulated activities in the United Kingdom. Full authorisation is another option, but becoming an appointed representative is an acceptable interim arrangement and can be a permanent arrangement.

To become an AR you must first decide which activities you intend to undertake. These regulated activities can then be matched up with a Principal (Sturgeon Ventures). If you have many aspects to your business, you may have more than one principal.

This way of doing business was originally for insurance market salesmen so they could build a brand and sell their Principal's products. It then developed into the Independent Financial Advisor Networks, again for retail clients. Then, in 2003, Sturgeon Ventures created the first Wholesale Appointed Representative for Corporate Finance.



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## How Does the Relationship Work?

The AR works with a Principal (Sturgeon Ventures), who are a firm directly authorised by the FCA. An AR works on behalf of the Principal as an agent.

Sturgeon Ventures is entirely responsible for the work of its AR. We ensure that our ARs follow FCA regulations and rules and a contract is signed by both parties. Once the contract is signed, Sturgeon Ventures notifies the FCA.

That relationship means that Sturgeon Ventures has full access to the paperwork, staff and offices that their AR manages. As an AR, you must show complete transparency.

There are other aspects to consider, including whether you want to be an IAR (Introducer Appointed Representative). The IAR is different to an AR to the extent that an IAR introduces customers to insurance products.

Sturgeon Ventures comply with the FCA's requirements for [Treating Customers Fairly](#) – see our statement here - <http://www.sturgeonventures.com/about-us/treat-customers-fairly/>

## Further Help

In the first instance, if you have a question or need further information about your activities, get in touch with Sturgeon Ventures. Or, contact the FCA Customer Contact Centre.

**Email:** [hello@sturgeonventures.com](mailto:hello@sturgeonventures.com)

**Tel:** 0203 167 4625

## Useful Links

<http://www.fca.org.uk/firms/about-authorisation/getting-authorised/Becoming-an-appointed-representative>

<http://www.fca.org.uk/site-info/contact>