

**SHARE DEALING**

# Getting the most out of the stock market



a little extra help



# Making the stock market work for you

For some the stock market is a scary place. For others it's like a second home. Whichever camp you fall into, here at Halifax Share Dealing we can offer a service that takes your level of experience into account.

You'll find everything you need to invest in and keep up to date with the stock market. And more besides – such as a range of clever tools to help you make investment decisions with confidence.

This booklet outlines our main dealing services (pages 9 to 20), as well as our charges (pages 28 to 33). You can also see all the different types of investment we offer (page 7).

One important thing before we start. It's totally up to you how long you invest in the stock market for, but it's commonly believed that when investing in the stock market it's a good idea to invest for at least 5 years. However, nothing is certain, but over the longer term the stock market does tend to offer better returns than savings accounts. But, never forget that higher returns go hand in hand with higher risks.

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# Never invested before? Here are some things to think about

It's fair to say that investing in the stock market can be complicated. Stocks and shares by their very nature are risky. That's why we want to make sure you know all the facts before you take the next step. You'll find some useful information about the pros and cons of investing below.

## Is share dealing really right for you?

To get the most out of the stock market you should really be thinking about investing long term.

If you can't tie up your money for five years or more, a savings account is probably a more appropriate account for you.

On the other hand, the good thing about shares is you don't need to invest lots of money to begin building up your shares portfolio. You can invest as little as £20 a month with Halifax ShareBuilder. And by investing little and often over the long term you should be able to iron out the ups and downs of the stock market.

## How much can you invest?

It may take a while for your investment to grow. So think about how much money you can put aside. And for how long. As we've said, you don't need large sums to start investing in the stock market. Our regular investment plans let you increase your portfolio bit by bit over time.

Before you start investing, read all the terms and conditions of the product you're interested in. Some of our products have administration charges and charges for additional services (see pages 28 to 33). You don't want to commit yourself to an amount you can't really afford.

Most of our products let you access your money whenever you want. The Self Invested Personal Pension (SIPP) is an exception. You will have to leave your money in the SIPP until you take a pension. Of course, we'll tell you about any tie-in periods before you start investing.

## What about risk?

Share dealing is risky. The value of shares and any income you receive from them will rise and fall with the market. There's no guarantee you'll get back what you put in.

You also need to remember that past performance is no guarantee of future success. The levels of taxation can change, and any tax advantages will depend on your own situation. Some investments are riskier than others too. So have a good long think about what level of risk you're comfortable with before you invest.

Having said all that, risk and reward tend to go hand-in-hand. It's likely that, over the long term, shares could provide better returns than savings. Want help minimising your exposure to risk? Take a look at our Advanced Dealing (TradePlan) service (page 27) to find out more.

## What else is there to think about?

Most experts will tell you to not keep all your eggs in one basket. That's good advice. It will help you keep risk to a minimum. Think about spreading your investments across a range of sectors and markets and using a mix of funds and equities.

More good ideas include having cash savings and putting some money aside for short-term needs or emergencies. Once you've started investing with Halifax, you can keep up to date with your shares and the market via our online service.

## You can't have too much information

This brochure should answer all your questions. But if there's something it hasn't covered, call us on **08457 22 55 25** or visit **[www.halifax.co.uk/sharedealing](http://www.halifax.co.uk/sharedealing)**



# Why should I choose Halifax Share Dealing?

Looking for an easy, efficient and cost-effective way to buy and sell stock market investments in the UK, Europe and US markets? It has to be Halifax. You can even manage your portfolio online or over the telephone.

You've total freedom to choose and manage all your investments. And we'll even take care of the administration for you. We provide an execution-only service, taking your instructions on which shares to buy and sell. For advice, we recommend speaking to an appropriate professional financial adviser.

We offer lots of services and benefits. These will help you make the most of investing in shares. They include:

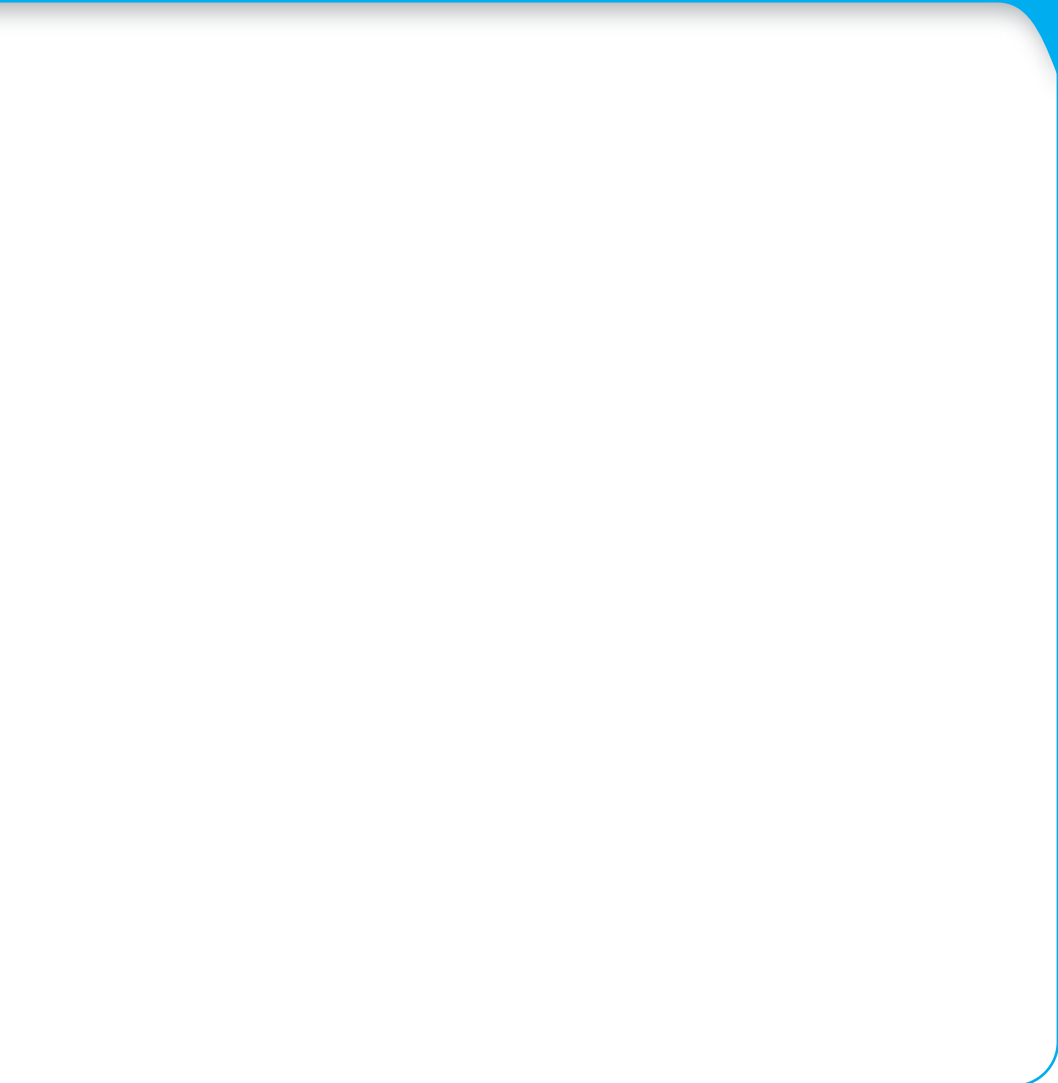
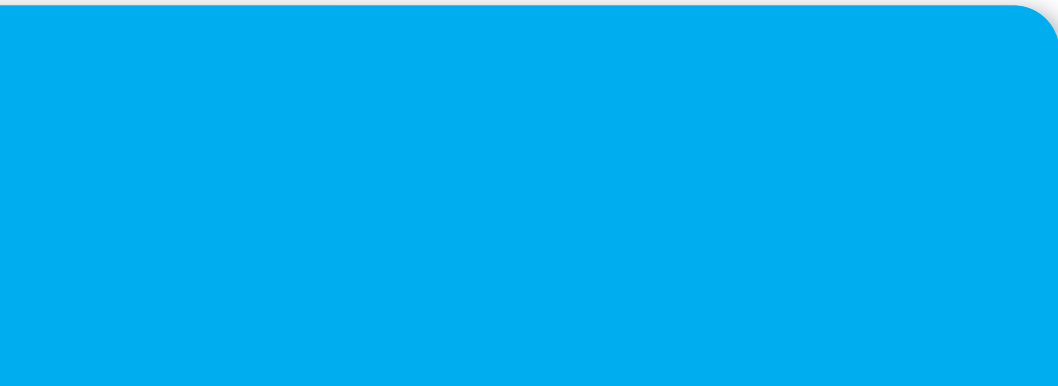
- Highly competitive dealing charges – see page 33
- Access to Advanced Dealing (TradePlan). This lets you make the most of the rise and fall of share prices without having to constantly keep an eye on the markets
- 'Real-time' trading as well as regular investment plans
- Online management of your account 24/7
- A range of tools to help you make confident investments at the right time

- Our Research Centre at **[www.halifaxmarketwatch.co.uk](http://www.halifaxmarketwatch.co.uk)** is your gateway to all the market information you need
- A 'Share Price Alert' can be set up to appear on your desk top when market prices meet your requirements
- We hold all your shares electronically in our nominee account. No need to worry about certificates or paperwork
- We can normally make sure you receive all the shareholder benefits you're entitled to. All you need to do is ask

## Winning ways

We have won several awards for our share dealing services, some of these are displayed below.





# What are your options?

With so many ways to invest how do you know what's right for you? To make it easier, here's an introduction to our six main share dealing accounts. Our handy flow diagram on the page opposite will point you to the relevant pages to find out more.

## Our six main share dealing accounts

### Halifax Share Dealing Account

This account lets you buy and sell by telephone or online. We don't charge if your account is inactive and you won't have to pay any management fees. We charge you just £11.95 commission for online UK trades and charges start from £15 over the phone.

### Halifax ShareBuilder

New to stock market investment? This account makes it affordable and straightforward to build up a portfolio of shares. It's a simple to use monthly investment plan for buying any eligible UK shares for just £1.50 commission.

### Self-Select Stocks and Shares ISA

A tax-efficient way of investing in the stock market. You can choose from a wide variety of shares, funds, ETFs, international shares and others. What's more – you won't pay Capital Gains Tax\* on any profit.

### Funds ISA

Invest in funds to spread your money over different sectors and markets. At the same time you'll benefit from the tax advantages\* of an ISA. You'll also avoid any dealing commission or administration charges usually associated with an ISA.

### Halifax Contracts for Differences (CFDs)

Are you an experienced stock market investor? Choose CFDs for a new level of trading. They give you the chance to profit from falling markets as well as rising, without actually owning the shares yourself.

### Self Invested Personal Pension (SIPP)

This is a tax-efficient\* pension plan. It lets you take control of your pension investments using our low cost dealing facility. There's no set up fee to pay with a Halifax SIPP and you can choose from a wide range of stock market investments to build your pension .

\*Please note that tax treatment depends on individual circumstances and tax laws may be changed.

## Find the account that's right for you

Customer	Account
<i>"I want to buy and sell shares when I want, at a competitive price"</i>	<p><b>Halifax Share Dealing Account. See page 9</b></p> <p>The Halifax Share Dealing Account offers you a comprehensive nominee dealing service. There are NO management or inactivity fees. Online dealing commission costs start at just £11.95.</p>
<i>"I don't want the taxman to take a slice of my profit"</i>	<p><b>Halifax Self-Select Stocks and Shares ISA. See page 11</b></p> <p>The Halifax Share Dealing Self-Select Stocks and Shares ISA helps you make the most of tax-efficient investment. Buying and selling shares within your ISA is straightforward.</p>
<i>"I want to spread my money over different sectors. And I don't want the taxman to take a slice of my profit"</i>	<p><b>Halifax Funds ISA. See page 13</b></p> <p>The Halifax Funds ISA helps you make the most of tax-efficient investment. It also spreads your money across a range of markets and sectors. What's more, trading is commission free and there are no administration fees to pay on this account.</p>
<i>"I want to invest in the stock market over the long term at the lowest cost possible"</i>	<p><b>Halifax ShareBuilder. See page 15</b></p> <p>Halifax ShareBuilder offers you the opportunity to invest little and often. This will help you even out the peaks and troughs of the stock market. You can invest as much or as little as you like. What's more, commission is just £1.50 to purchase shares within a regular investment plan.</p>
<i>"I am an experienced trader. I'm interested in other ways to trade on the stock market."</i>	<p><b>Halifax CFDs. See page 17</b></p> <p>CFDs let you make (or lose) money from share price movements without owning the shares themselves. You simply own a contract that you buy at one price and sell at another, eventually paying the difference.</p>
<i>"I am an experienced trader. I want to take control of my plans for retirement."</i>	<p><b>Halifax Share Dealing SIPP. See page 19</b></p> <p>The Halifax Share Dealing SIPP lets you take control of your own pension investing. You can invest in a wide range of investments. These include stocks and shares from seven world markets, Unit Trusts, Open Ended Investment Companies (OEICs) and many more.</p>

# Just want to buy and sell stocks and shares?

## Choose the Halifax Share Dealing Account

Okay, so you want to keep it simple. The Halifax Share Dealing Account is a straightforward way to buy and sell stocks and shares.

### How it works

Your Share Dealing Account includes a Halifax Cash Management Account (HCMA), where you hold money that you want to invest in stocks and shares.

We'll debit £100 from your debit card when your dealing account first becomes active. This is just to get you started.

### Buying shares

You can fund your HCMA using your debit card. Then you can buy shares up to the value of cash in your HCMA. It's that easy.

### Selling shares

When you sell shares we simply credit your HCMA with the funds from the sale. You can withdraw money at any time using our online service or by calling us. The money will be transferred to a bank account of your choice once your trade has settled.





**Want to find out more  
or apply?**

**Call us on 08457 22 55 25**

**Or visit [www.halifax.co.uk/  
sharedealing](http://www.halifax.co.uk/sharedealing)**

# Looking for a tax efficient investment?

## The Self-Select Stocks and Shares ISA

We offer Self-Select ISAs that give you complete control over the investments you make and protect any profit your investments make from Capital Gains Tax\*. You choose what to invest in and when to invest. What's more, you can choose whether to manage your ISA online or over the phone. Pick whatever's easiest for you.

### How it works

You can invest your cash (up to your ISA allowance limit – see table below) in stocks and shares across a variety of world stock markets.

### Tax Allowance

Tax Year	Date applicable from	ISA allowance
2010/2011	6th April 2010	Anyone eligible can invest up to £10,200 in the 2010/2011 tax year, less any amount paid into a Cash ISA in the same tax year.

You choose what to invest in. It might be shares, funds, Exchange Traded Funds (ETFs), bonds or a mixture of different investments. Any profit you make is free from Capital Gains Tax.

Trading commission starts at just £1.50 per purchase within a regular investment plan. And, £11.95 for real-time online trades.

There are many ways you can fund your ISA. Take a look at the list below and see what's best for you:

- Debit Card – the funds will be transferred immediately
- Regular monthly payments – fund a minimum of £20 a month
- Halifax Bank Account transfer – funds available within one working day
- Direct Debit – can take up to five working days
- Cash transfer from your Cash ISA into your Self-Select Stocks and Shares ISA

When you sell shares, we'll normally credit your Self-Select Stocks and Shares ISA. However if you want us to put the money into your bank account, just ask. This can take three to five working days.

\*Please note that tax treatment depends on individual circumstances and that tax laws may be changed.

## Moving an ISA to us

Do you have other ISA accounts with different providers? You can move all your Cash ISAs or Stocks and Shares ISAs into our Halifax Self-Select Stocks and Shares ISA. Here are just a few of the benefits :

- Deal online or over the telephone for highly competitive dealing charges. These start from just £11.95 or £1.50 within a regular investment plan
- Thousands of investments to choose from. These include shares, funds, bonds, ETFs and more
- Control risk and maximise profit with Advanced Dealing (TradePlan) – see page 27
- Arrange for all your dividends to be automatically reinvested (available on all UK and Irish Crest eligible stocks)

**Want to find out more  
or apply?**

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**Or visit [www.halifax.co.uk/  
sharedealing](http://www.halifax.co.uk/sharedealing)**

# Want to invest tax-efficiently\* and spread your risk?

## The Funds ISA

Investing in funds lets you spread your money, and your risk, over a range of sectors, markets and countries. With our Funds ISA, you choose which funds to invest in. You can invest in Open Ended Investment Companies (OIECs), also known as Investment Companies with Variable Capital (ICVCs). Or, in a variety of Unit Trusts. Any profit you make on your investment is free of Capital Gains Tax\*. And what's more, your Funds ISA is free from administration charges, while trades are free from dealing commission too. Please note some funds may be subject to an initial charge.

## How it works

A Funds ISA lets you invest your cash (up to your ISA allowance limit – see table below) in a variety of funds.

## Tax Allowance

Tax Year	Date applicable from	ISA allowance
2010/2011	6th April 2010	Anyone eligible can invest up to £10,200 in the 2010/2011 tax year, less any amount paid into a Cash ISA in the same tax year.

\*Please note that tax treatment depends on individual circumstances and that tax laws may be changed.

There's many ways you can fund your ISA. You can do this which ever way is easiest for you:

- Debit Card – the funds will be transferred immediately
- Regular monthly payments – fund a minimum of £20 a month
- Halifax Bank Account transfer – funds available within one working day
- Direct Debit – this can take up to five working days
- Cash transfer from your Cash ISA into your Funds ISA

Our dedicated Funds Centre can be found at **[www.halifaxmarketwatch.co.uk/funds](http://www.halifaxmarketwatch.co.uk/funds)**. It has all the market information you need to decide which funds to invest in. A variety of filter tools help you locate the funds you're interested in. These include green/ethical funds and funds that attract no initial charge. What's more, our Funds Performance Tables will show you which funds are performing well.

When you sell funds, we'll normally credit your Funds ISA. However, if you want us to put the money into your bank account, just ask. This normally takes three to five working days.

## Moving an ISA to us

Why not keep all your accounts together by moving your Funds ISA held with other providers into a Halifax Funds ISA? Here's some of the reasons why you should:

- No admin or dealing commission charges
- Arrange for all your dividends to be automatically reinvested (available on all UK and Irish Crest eligible stocks)
- The ability to transfer any Cash ISAs you have into your Funds ISA
- Access to a dedicated Funds Centre, providing you with all the marketing information you need to invest in funds

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sharedealing](http://www.halifax.co.uk/sharedealing)**

# Want to build your portfolio gradually but cost effectively?

## Halifax ShareBuilder

Did you want to build up a portfolio of shares over the long term? But want to do this in the most cost effective way? Halifax ShareBuilder could be the ideal solution. Because it lets you buy UK shares online for just £1.50 commission within a regular investment plan.

## How it works

Halifax ShareBuilder is a regular investment plan that you manage online. You make small, regular investments into the companies of your choice.

We'll invest on a set day four times a month. By grouping all our customers' orders together we are able to make savings. We pass these on to you. All you have to do is choose which day is best for you to invest. By investing little and often over the long term, you can avoid the worry about when is best to buy.

This 'little and often' strategy is known as 'pound cost averaging.' It might mean you end up with a better than average price over the period you invest.

## Investing is easy

With Halifax ShareBuilder, you can invest as much or as little as you like. You can see how flexible it is:

- Stop and start whenever you want
- Increase or decrease the amount you want to invest. Or change the date on which you want to buy
- Low cost dealing at just £1.50 commission per purchase
- Purchases within Halifax ShareBuilder let you buy fractions of shares. Every penny you invest goes directly into the shares you want
- You can buy shares in a huge range of companies including your favourite brands.

### *...and if you spot that perfect opportunity*

You don't always need to wait until Halifax ShareBuilder is set to buy for you. Just log on and place a real-time deal for just £11.95 commission.

## When the time comes to sell

You take complete control over selling your shares. It's not done through the monthly Halifax ShareBuilder system. This means when the share price is right you can sell shares real-time. Any sale you make costs you from £5 to £11.95 commission online.

## All the insight you need

There's a lot to choose from when buying shares. That's why we've made it easy for you. Just check out the latest market information at our Research Centre online at [www.halifaxmarketwatch.co.uk](http://www.halifaxmarketwatch.co.uk)

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Or visit [www.halifax.co.uk/  
sharedealing](http://www.halifax.co.uk/sharedealing)**



# Fancy stepping up to the next level of trading?

## Contracts for Differences (CFDs)

CFDs are a way of making (or losing) money from share price movements without owning the share itself. Think of them as the next step up from share dealing. They do come with risk. So if you're not sure and want to try before you buy – our online simulator lets you dip your toe in the water before opening a real account.

## More flexibility than conventional share dealing

With CFDs, you only need to pay a percentage of the value of the shares you're dealing in. This is called the margin requirement. So you normally don't need to have the full value of the shares. Just 5% will often do. In other words, you could place a trade of £20,000 with only £1,000 stake. You'll need to make sure you top up or reduce your margin requirement as the market moves against you or in your favour. With margin trading interest is paid or received on your position.

## How they work

With CFDs, you can make money from any rise or fall in the value of a share. Of course, you could lose money too. You simply buy a contract at one price and sell it at another. Then you pay the difference between the two amounts. That's why they're called Contracts for Differences.

CFDs open up a world of opportunities:

- For example, you could trade £10,000 worth of shares for only £1,000 initial deposit. Or \$20,000 on the NASDAQ Index CFD for only \$1,000
- You can trade on all equities listed on the major UK, US and European stock exchanges. As well as sectors, currencies and precious metals
- You'll still benefit from dividends and corporate actions. And as you never actually own shares, there's no UK Stamp Duty to pay either.

## Learn how to trade CFDs

You won't want to jump right in without knowing what you're doing. That's why, when you open a CFD account, you can choose to join our Trading Academy. For four weeks you can trade CFDs with no minimum trade size and reduced commission. As you gain experience and confidence using our trading tools, you'll be able to move up to larger trade sizes at your own speed.

You'll also benefit from useful information online to help you make the most of trading with us. This includes a range of handy guides to help you build up your skills.

## Starting to trade CFDs

Before you do anything, make sure you have enough funds to cover the margin requirement. And if the trade moves against you, you'll need to pay additional funds into your account to cover any losses.

Commission charges also apply to CFD trades, details of all our rates can be found at **[www.halifax.co.uk/cfds](http://www.halifax.co.uk/cfds)**

CFD's are leveraged products so it's important to understand how margin tradings works. You can quickly lose more than your initial investment. If you're worried about the risks involved, then it might not be the right product for you.

Halifax CFDs is provided by City Index Limited. City Index Limited is authorised and regulated by the Financial Services Authority (FSA Register Number 113942).

**Want to find out more  
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**Call us on 08457 22 55 25**

**Or visit [www.halifax.co.uk/  
cfds](http://www.halifax.co.uk/cfds)**

# Investing for retirement?

## Self Invested Personal Pension (SIPP)

Do you want more control over investing for your future? But also want to make sure your money is going into your pension, not into fees? Well, with Halifax Share Dealing, you can open a SIPP without having to worry about set up charges.

### How it works

A Halifax Self Invested Personal Pension (SIPP) lets you make your own decisions about how your money is invested. At the same time, you benefit from the tax advantages of a traditional personal pension. One of the main benefits of the Halifax SIPP is that you don't pay any set up fees. You can also transfer a SIPP with another provider to us. This way you'll get more from our low cost dealing facility. Your money will be locked away until you reach the age of 55.

## Invest the way that suits you

Once you've opened your SIPP and funded it, you can invest in a wide range of investments. These include funds, unit trusts, Open Ended Investment Companies (OEICs), UK shares and many more. You can deal real-time or you can set up a regular investment plan. By investing little and often over the long term, you'll hopefully build up your fund for retirement.

### Low, transparent charges

If you set up a regular investment plan with us, we charge just £1.50 commission per purchase. And if you spot an opportunity that you have to act on there and then, you can deal real-time from £11.95 online. Administration charges are detailed on page 29.

**Want to find out more  
or apply?**

**Call us on 08457 22 55 25**

**Or visit [www.halifax.co.uk/sipp](http://www.halifax.co.uk/sipp)**



# What to do with dividends

When you invest in shares you can look forward to receiving regular dividends. You'll want to be able to decide how to receive these. We offer lots of ways you can benefit from your dividends, depending on the type of account you have.

When you open an account, tell us which of the following options you prefer. You can always go online and change your decision later.

## A competitive price

Our charges for automatically re-investing your dividends are capped at a very competitive £1.50. Choose this option with a Halifax ShareBuilder and every single penny of your money will be re-invested.

Account Title	Automatic dividend re-invest	Pay as cash to your account	Pay as cash to your bank account immediately	Pay as cash to your bank account every 6 months
Share Dealing Account	Yes	Yes	Yes	Not available
Self-Select Stocks and Shares ISA	Yes	Yes	Yes	Yes
Funds ISA	Yes	Yes	Yes	Yes
Halifax ShareBuilder	Yes	Yes	To withdraw funds when your dividend is paid go online to <a href="http://www.halifaxsharedealing.co.uk/online">www.halifaxsharedealing.co.uk/online</a>	Not available
SIPP	Yes	Yes	Not available	Not available

## CFDs

You'll pay or receive 90% of the dividend on any UK equities. For non-UK equities you'll normally receive 85% on long positions and pay 100% on short positions. This may vary for some currencies. Find out more by calling the Halifax CFDs trading desk on **0845 356 01 62**.

# International trading

## Investing on the international markets

Part of the fun – and the potential – of investing in stocks and shares is that you can invest anywhere in the world. That's why we offer you the chance to invest in some of the world's largest stock markets outside the UK.

With Halifax Share Dealing, you can invest in seven of the world's major markets through one single sterling account. The markets you can invest in and the hours you can trade are shown below.

	Local times	UK times
London LSE	08:00 – 16:30	08:00 – 16:30
New York (NYSE, NASDAQ, AMEX)	09:30 – 16:00	14:30 – 21:00
Frankfurt (XETRA)	09:00 – 17:30	08:00 – 16:30
Milan (MTA)	09:30 – 17:30	08:30 – 16:30
Paris (Euronext)	09:00 – 17:30	08:00 – 16:30
Amsterdam (Euronext)	09:00 – 17:30	08:00 – 16:30
Brussels (Euronext)	09:00 – 17:30	08:00 – 16:30

During the change between Greenwich Mean Time and British Summer Time our opening hours may not correspond with the international market opening times. International dealing is not available on our Funds ISA or Halifax ShareBuilder.

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**Or visit [www.halifax.co.uk/  
sharedealing](http://www.halifax.co.uk/sharedealing)**

# What you can invest in

What types of investments you can buy or sell depends on your account. The table below shows the investments available for each account.

	Share Dealing Account	Halifax ShareBuilder	Self-Select Stocks and Shares ISA	Funds ISA	Self Invested Personal Pension (SIPP)
FTSE 100, 250 and FTSE All-Share	Yes	Yes	Yes	–	Yes
Shares in Investment Trusts	Yes	Yes	Yes	–	Yes
Exchange Traded Funds (also known as tracker shares)	Yes	Yes	Yes	–	Yes
Gilts*	Yes	–	Yes	–	Yes
Units in Unit Trusts and shares in Open Ended Investment Companies (OEICs)	Yes	–	Yes	Yes	Yes
Corporate fixed and convertible bonds	Yes	–	Yes	–	Yes
Alternative Investment Market stocks (AIM)	Yes	Yes	–	–	Yes
Warrants in UK shares settled in CREST	Yes	–	–	–	Yes
International trading in 7 of the world's largest markets	Yes	–	Yes	–	Yes
UK convertible and cumulative preference stock*	Yes	–	Yes	–	Yes

\*For ISAs these must have more than five years to redemption at the time of purchase. Please note that only qualifying investments can be held in an ISA. We'll be able to tell you whether the investment(s) you want to buy or sell are eligible for an ISA. Please note we may trade other investments on request.

# Keeping you up to date

## You'll always know how things are going

To be a successful investor, knowledge is key. You'll want to know exactly how the markets are performing. And what's happening with your shares. We've a range of services to keep you right up to date with your investments.

	If you're registered online	If you're not registered online
Contract notes	Available 24/7 at <a href="http://www.halifaxsharedealing.co.uk/online">www.halifaxsharedealing.co.uk/online</a>	Posted after each deal
Statement and valuation	Available 24/7 at <a href="http://www.halifaxsharedealing.co.uk/online">www.halifaxsharedealing.co.uk/online</a>	Issued every 6 months in May and November
Tax Certificate*	Available 24/7 at <a href="http://www.halifaxsharedealing.co.uk/online">www.halifaxsharedealing.co.uk/online</a>	Issued in April
Corporate Action Notifications	Sent by email to your registered email address	Posted to your registered address
Share prices, company news and more	Visit our Market Research pages at <a href="http://www.halifaxmarketwatch.co.uk">www.halifaxmarketwatch.co.uk</a>	Visit our Market Research pages at <a href="http://www.halifaxmarketwatch.co.uk">www.halifaxmarketwatch.co.uk</a>
Company reports and accounts	Available 24/7 at <a href="http://www.halifax.co.uk/sharedealing/services">www.halifax.co.uk/sharedealing/services</a>	Call us on 08457 22 55 25

\*You don't need this if you're an ISA or SIPP customer.

# How to sell share certificates

If you want to sell some UK investments you hold on share certificates, it's easy to sell them real-time during market hours. Just call us on **08457 22 55 25** to start the sales process.

Have the certificates you want to sell to hand when you call. You'll need to quote the certificate numbers. Simply check with the relevant registrar that your certificates are valid. Remember that selling a share certificate can take up to ten working days. Or longer if we haven't received all the documents we need.

If you're not already a Halifax Share Dealing customer, you may need to open a Halifax Share Dealing Account or Halifax ShareBuilder before we can sell your certificates.

## How the sale is completed

To complete your sale, we'll send you all the relevant paperwork. Please sign everything you need to and return it to us along with your share certificates. We'll send you any money from the sale once we've received all the documents.

## Want to sell certificates worth more than £25,000?

You'll need to send us the share certificate and a Crest Transfer Form before you deal. To be on the safe side, you might want to send this by Special or Recorded delivery. You can download a Crest Transfer Form from [www.halifax.co.uk/certificates](http://www.halifax.co.uk/certificates)

Deals of up to £25,000 are charged at 1.25% of the deal value, with a minimum of £30. For deals over £25,000, special rates are available on request.

A group of five business professionals, three men and two women, are dressed in dark blue suits. They are arranged around a large, bright blue rectangular sign that they are holding together. The sign contains white text. The background is plain white. The top of the page has a blue curved header.

**To sell any  
UK investments  
you hold on  
share certificates  
call us on  
08457 22 55 25.**

# Want to control your investments without watching the market?

## Advanced Dealing (TradePlan)

When it comes to shares it pays to be vigilant and know when to act. But you don't always have time to constantly monitor the market. With Advanced Dealing (TradePlan), you instruct us to automatically manage your portfolio. That way you'll know your investments are doing what you want them to.

### How it works

You can choose from five TradePlans:

Limit Order	Set the price you want to buy or sell at
Stop Loss*	Safeguard yourself against a fall in your share price
Target Setting	Hedge your bets! Take profits on the up and minimise loss on the down
Range Trading	Buy low, sell high – and no need to watch share prices
Price Locking*	An intuitive stop loss. Automatically adjusts your stop price to lock in rises when shares climb, protecting you from sharp falls

\*Our Stop Loss and Price Locking facilities do not use a guaranteed stop loss. When the share price reaches your Stop Loss price, your order will go into a queue to be actioned. This means that the price dealt may sometimes be higher or lower than the trigger price.

You can set up instructions online or by telephone. We'll take care of everything until you let us know you want to change it. Or your instructions expire.

Please note Advanced Dealing (TradePlan) is only available on CREST eligible UK investments.

**To find out more**  
**Visit [www.halifax.co.uk/advanceddealing](http://www.halifax.co.uk/advanceddealing)**

## The cost-effective way to monitor the market

When you set up a TradePlan we'll charge you £2. After that, when your TradePlan executes we'll reduce the commission by £2. So, for a TradePlan order placed online you'll pay a £2 fee when you set up the plan. Then you'll pay a reduced commission of £9.95 when the deal goes through.

Want to know exactly what you'll pay? Look at the table below.

Value of each deal	Online purchases	Online sales	Telephone dealing
Up to £250	£9.95	£3.00	£13.00
£250 to £2,500	£9.95	£9.95	£13.00
£2,500 to £5,000	£9.95	£9.95	£28.00
£5,000 to £10,000	£9.95	£9.95	£38.00
£10,000 to £60,000	£9.95	£9.95	£58.00
Over £60,000	£9.95	£9.95	Available on request

You can change a TradePlan order at any time for a £2 fee. If your TradePlan expires before it has been executed then the £2 fee still applies. You can cancel a TradePlan at any time without paying any additional charge.

## Would you like to set up a TradePlan?

You'll have to have a Halifax Share Dealing Account with a Halifax Cash Management Account, a Halifax ShareBuilder, SIPP or Self-Select Stocks and Shares ISA. Unfortunately, TradePlan is not available on funds investments, our Funds ISA or on the sale of share certificates.

For Self-Select Stocks and Shares ISAs and SIPP accounts there's no charge to set up a TradePlan. The standard commission rates apply.

# What are our SIPP administration charges?

## Setting up and running a SIPP

Set up	Nil
Transfer in of another registered pension scheme	£50 per transfer (maximum £300) per SIPP
Quarterly administration charge (see note 1)	£18.75 for fund value less than £50,000 £37.50 for fund value £50,000 and above
Insufficient funds, e.g. to pay benefits or charges	£25
Transfer out to another registered pension scheme or annuity purchase	£75

## SIPP benefits

Income Withdrawal (see notes 2 & 3)	
Unsecured pension (USP), or	£150 per annum up to the age of 75, payable annually in advance
Alternatively secured pension (ASP)	£250 per annum from your 75th birthday, payable annually in advance
Designation of additional funds to existing USP fund (see note 3)	£75
Payment of death benefits	Time /cost basis

### Notes

1. Payable in arrears at the end of March, June, September and December
2. The annual income withdrawal charge will become payable immediately funds are designated to provide USP or ASP. This is so even if you elect to take "nil" income
3. No additional charge is made when the first funds are designated to provide unsecured pension.  
Or when funds are designated to alternatively secured pension at age 75
4. All charges are subject to VAT in addition
5. All charges except the transfer in charge will be deducted from your SIPP
6. These charges may be shared between A J Bell Management Limited and Halifax Share Dealing Limited.

## SIPP investment charges

As well as the Halifax Share Dealing SIPP administration charges, you will also have to pay dealing and stockbroking administration service charges. You can find these listed in the Dealing Charges section on page 33.

## SIPP Stockbroking Administration Charges

Transfer out of shares to another pension provider	£15 per investment
Re-investment of dividends	1% of the value of the deal, capped at £1.50

# What services do we offer? And how much will you pay?

There's a lot involved in the management of investments. We have to do things like annual reports and electronic transfers. So what exactly do you pay for? You can find out from the table below.

Service	Charges for Halifax Share Dealing Account and Halifax ShareBuilder customers	Charges for Halifax Share Dealing ISA customers	
Annual management	FREE	n/a	
Half-yearly administration charge*	n/a	<b>Self-Select Stocks and Shares ISA</b> - 0.05%** per month (min £2.16; max £8.33 per month)*	<b>Funds ISA</b> – No administration fees
Account statement/ portfolio valuation	FREE (can view online)	FREE (can view online)	
Dividends and income reclaimable	FREE	FREE	
Re-investment of dividends	1% of the value of the deal, capped at £1.50		
Annual consolidated tax certificate	FREE	FREE	
Attendance at shareholder meetings (on request)	FREE	FREE	
Arrangements for proxy voting meetings (on request)	FREE	FREE	
Annual report and accounts voting (on request)	FREE	FREE	
Shareholder benefits (on request)	FREE	FREE	
Selected corporate actions	FREE	FREE	
Participation in Rights Issues, Open Offers and Offers for Subscription	£7.50 telephone customers £5.00 online customers Halifax ShareBuilder £1.50	FREE	
Transfer in of share certificates	FREE	n/a	
Transfer in of shares from another stockbroker	FREE	n/a	
Transfer in from an approved sharesave scheme	FREE	FREE	

Service	Charges for Halifax Share Dealing Account and Halifax ShareBuilder customers	Charges for Halifax Share Dealing ISA customers
Transfer in from another ISA Manager	n/a	FREE
Transfer out of shares electronically	£15** per investment	£15** per investment
Cash withdrawal by electronic transfer	FREE	FREE
Cash withdrawal by immediate electronic transfer	£25 per withdrawal	£25 per withdrawal
Cash withdrawal by cheque	£25 per withdrawal	£25 per withdrawal
Ad hoc statement or valuation (on request)	View online FREE £30 per ad hoc request	View online FREE £30 per ad hoc request
Certificated withdrawal of stock***	£25 per investment	£25 per investment
Voiding of an ISA	n/a	£65**
ISA closure fee	n/a	£40**
Repair of ISA	n/a	£30**
Overdue payment/stock chaser letter	Halifax Share Dealing Account £5 for first letter, £10 for subsequent letters Halifax ShareBuilder n/a	£5 for first letter, £10 for subsequent letters

\*Levied in April and October and the charge is based on the monthly valuation of your ISA for the previous 6 months.

\*\*These charges are subject to VAT at the prevailing rate.

\*\*\*This service is only available for CREST eligible UK investments.

Please note: For ISAs we'll take charges from your nominated bank account.

# Dealing charges

You're investing for the future. So the last thing you want is for your hard earned money to be eaten away by charges and fees. With Halifax you can relax. We offer you good value for money. And thanks to our transparent fees you'll always know what you'll pay.

You pay							
Value of each deal	Halifax Share Builder purchases*	Online real-time purchases	Online real-time sales	Telephone**	Telephone sales of certificates	Purchases within a Regular Investment Plan***	Purchases /sales of Funds
Up to £250	£1.50 commission	£11.95	£5.00	£15.00	Deals up to £25,000 are charged at 1.25% of the deal value, minimum £30.00. For deals over £25,000 in value, special rates are available on request	£1.50	FREE
Over £250 to £2,500	£1.50 commission	£11.95	£11.95	£15.00		£1.50	FREE
Over £2,500 to £5,000	£1.50 commission	£11.95	£11.95	£30.00		£1.50	FREE
Over £5,000 to £10,000	£1.50 commission	£11.95	£11.95	£40.00		£1.50	FREE
Over £10,000 to £60,000	£1.50 commission	£11.95	£11.95	£60.00		£1.50	FREE
Over £60,000	£1.50 commission	£11.95	£11.95	Available on request		£1.50	FREE
International charges	n/a	£17.50	£17.50	£20.00	n/a	n/a	n/a

\*This is for planned purchases only. One-off immediate deals are charged at online commission rates.

\*\*For all deals other than holdings in certificate form.

\*\*\*A monthly Investment Plan can be set up on any account. You simply select one of four dates to purchase your shares on each month. You can then amend your plan whenever you like. Shares purchased through the plan can be then be sold at real-time commissions.

You can find our latest charges for CFDs by visiting [www.halifax.co.uk/cfds](http://www.halifax.co.uk/cfds)

# Making it easy to open an account

Once you've made your decision to start buying and selling shares that's the hardest part over with. We make it hassle-free to open an account, either online or by phone. Simply follow the steps below.

## To register online\*

1. Fill in the online registration at **[www.halifax.co.uk/apply](http://www.halifax.co.uk/apply)**. Follow the on-screen instructions. We can normally verify your identity electronically to protect you from fraud. If not, you may also need to send us copies of certain documents.
2. If you're new to the online service we'll send you a temporary password through the post.
3. To complete your registration, go to **[www.halifaxsharedealing.co.uk/activate](http://www.halifaxsharedealing.co.uk/activate)**. Key in your username and temporary password. Then set up your additional security. You're now ready to trade.

\*Excluding Halifax Share Dealing SIPP and CFD Accounts.

## To register by telephone\*\*

1. Call **08457 22 55 25** and give us your details. We'll send you an application pack. This will contain your Personal Reference Number (PRN). You'll need this in steps 4 and 5
2. Sign and return your pre-filled application form. We may also need you to send copies of certain documents to meet anti-money laundering rules

3. Once we've received your signed application form and any other documents you're ready to trade.

If you'd like to register your telephone account for dealing online, follow the steps below:

4. Go to **[www.halifaxsharedealing.co.uk/online](http://www.halifaxsharedealing.co.uk/online)**. Click on 'Start registration' in the 'New to online' section.

You'll need your Personal Reference Number (PRN)

5. Follow the on-screen instructions. Entering your PRN when asked. You'll be given a username that you can change later. We'll send you a temporary password in the post
6. Complete your registration by going to **[www.halifaxsharedealing.co.uk/activate](http://www.halifaxsharedealing.co.uk/activate)**. Key in your username and temporary password in the 'Sign In' section. Then set up your additional security. You're now ready to trade

\*\*Excluding Halifax ShareBuilder. Please register online for this service.

Halifax CFD Account – apply today at **[www.halifax.co.uk/cfds](http://www.halifax.co.uk/cfds)**

Halifax Share Dealing SIPP – call us on **08457 22 55 25** or download an application form from **[www.halifax.co.uk/sipp](http://www.halifax.co.uk/sipp)**

# Here when you need us

You might have any number of reasons to get in touch with us. Who you should speak to will depend on your account or the service you need. We want to make it easier for you to get through to the right person. So here are all the contact details you'll need below.

Call us any time between 8am and 9.15pm Monday to Friday. Or between 9am and 1pm on Saturdays. Use the numbers below:

Open an account, deal on your account, or ask a question	08457 22 55 25
CFD trading	0845 356 01 63
CFD queries	0845 356 01 62

Email us whenever you like. Use the contact details below:

General queries	customercare.hsdl@halifax.co.uk
Halifax ShareBuilder queries	sharebuilder@halifax.co.uk
CFD queries	support@halifaxcfd.co.uk
SIPP administration queries	hsdlsipp@sippdeal.co.uk
SIPP trading queries	customercare.hsdl@halifax.co.uk

Alternatively use our 'Web Chat' service. It lets you chat real-time to one of our assistants via your PC. Simply log on to your account and then use the 'web chat' link on the 'Welcome' page.

#### **Or write to us:**

Halifax Share Dealing Limited, Lovell Park Road, Leeds LS1 1NS

#### **For Halifax CFD enquiries:**

Freepost RSAR-ULBK-KKYS, Halifax CFDs, Post Room, Ground Floor, Park House, 16 Finsbury Circus, London EC2M 7EB

#### **For SIPP administration queries:**

Halifax SIPP Administration Team, A J Bell Management Limited, Trafford House, Chester Road, Manchester M32 0RS

#### **For SIPP trading queries:**

Halifax Share Dealing Limited, Lovell Park Road, Leeds LS1 1NS.

# How else can we help?

## Do you need extra help?

We want to help our customers in any way we can. If you have a hearing or speech impairment and have access to our online service you can use 'Web Chat'. This lets you chat real-time to one of our assistants using your PC. To access the service, log onto your account and click on the 'Web Chat' link.

If you don't have a PC you can use Typetalk whenever you contact us, or you can use Textphone on **08457 32 34 36** (lines open 9am – 5pm, 7 days a week). For visually impaired customers we can provide documents in large print, Braille or on audio format. Please ask a member of staff if you'd like to know more.

## Have something to tell us?

We welcome your feedback as it helps us make our service better. After all, if we don't know there's a problem, we can't change things. Please feel free to call on **08457 22 55 25** if you have any suggestions.

We do all we can to give you the service you want and expect. But we're only human. We know sometimes things can go wrong. If you do ever have a complaint, please let us know by calling us on **08457 22 55 25**.

If you feel we haven't done enough to resolve your complaint, please call our Customer Complaints Helpline on **08457 22 55 25**. And if you're still not happy you may want to contact the Financial Ombudsman Service.

# Notes

# Notes

# It's easy to get in touch

Visit our website at [www.halifax.co.uk](http://www.halifax.co.uk) or phone our UK call centres on:

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<b>Share Dealing</b>		<b>08457 22 55 25</b>
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<b>Banking</b>	Bank account	<b>08457 20 30 40</b>
	Credit cards	<b>08457 28 38 48</b>
	Personal loans	<b>08457 24 34 44</b>
	Lost or stolen cards	<b>08457 20 30 99</b>

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<b>Mortgages</b>	Mortgages	<b>08457 27 37 47</b>
	Secured lending	<b>08457 27 37 47</b>

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<b>Insurance</b>		<b>08457 23 33 43</b>
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<b>Savings</b>		<b>08457 26 36 46</b>
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<b>Investments</b>		<b>08456 00 08 45</b>
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**Did you know you can phone your local branch direct? Find their phone number online at**

**[www.halifax.co.uk/branchfinder](http://www.halifax.co.uk/branchfinder)**

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A Member of the London Stock Exchange and an  
HM Revenue & Customs Approved ISA Manager.



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