

Our Investment Advice Process

We always follow a comprehensive six-stage investment advice process to ensure the consistent delivery of excellent investment advice.

1. Setting objectives linked to your Financial Planning goals.

We only ever make investment recommendations with reference to your financial goals and objectives. This means that we make our recommendations with full knowledge of what you are trying to achieve with your money. This is a crucial first step which is too often overlooked when investing money.

2. Understanding your attitude towards investment risk, reward and volatility.

Our detailed analysis of your risk profile establishes your tolerance to investment risk. We assess your attitude towards investment risk in a number of ways, including the use of a formal risk profiler system which uses a methodology based on behavioural finance principles as well as research benchmarked against the UK adult population. Our Financial Planners are skilled at really understanding your risk profile.

3. Agreeing on an asset allocation strategy which will form your base investing position.

Asset allocation (simply the mix of investment types in which you invest) is the most important factor affecting the level of risk and likely return you might face when investing over the longer term. We spend time to agree the most suitable asset allocation strategy for your portfolio, to enable you to meet your financial goals and meet your risk preferences.

4. Making tactical changes to reflect current economic and investment market outlook.

We have an in-house Investment Committee to form and update our House View for each investment asset class. This enables us to make tactical adjustments to the asset allocation models we use, to exploit economic and investment market opportunities. We only ever make small tactical changes to our portfolios, to maintain the level of risk within a chosen portfolio within pre-defined boundaries.

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5. Selecting suitable funds to populate the agreed asset mix.

Our robust fund selection process aims to identify those funds that display consistent risk-adjusted returns combined with low charges. We understand that no adviser can ever consistently identify the 'best' funds or 'star' managers, so our approach to fund selection seeks to identify those funds most likely to deliver consistent returns. We are happy to recommend active or passive funds, recognising that both strategies can have a role to play within a portfolio.

6. Following a pre-agreed review process which includes rebalancing asset allocation.

Keeping an investment portfolio under regular review is just as important as the initial investment decisions. Our pre-agreed review process enables you to understand the progress being made, identify funds in need of replacement and rebalance the underlying asset allocation, to avoid your portfolio developing too much or too little risk over time as investments change in value.