



# In expert hands

Discretionary investment solutions

**BM**  
BROOKS MACDONALD



## Our approach

We specialise in building and managing diversified individual portfolios

**At Brooks Macdonald, our aim is to enhance our clients' wealth through the provision of our risk-managed investment solutions.**

We seek to build trusting relationships founded on the professionalism of our people, who are selected for their analytical skills, outlook, drive and ability to relate to clients. Our employees have allowed us to instil a culture that supports consistency in every aspect of our business.

Together with our transparent investment process, this allows us to partner with professional advisers to complement their services and benefit our mutual clients. These include private investors, trusts, charities, pension funds and institutions.

Service delivery is a key part of the Bespoke Portfolio Service - our investment managers are actively involved with each client

#### Discretionary investment management

As a discretionary investment manager, we specialise in building and managing individual, diversified investment portfolios on behalf of private clients, trusts, charities and pension funds.

This allows our clients to delegate the day-to-day investment decisions and ongoing management of their portfolio to a team of professional, highly-experienced investment managers whose actions reflect the investment objectives and circumstances of each client.

#### Our Bespoke Portfolio Service

Our Bespoke Portfolio Service is designed for the client who requires an individual investment portfolio constructed and fine-tuned to reflect their investment objectives, tax status and attitude to risk.

Portfolios are managed by an experienced investment management team and their support staff. Each team is led by one of our senior investment directors and supported by our investment and asset allocation committees.

Our investment managers place a key emphasis on active involvement with each client; this service-led delivery is a key component of the Bespoke Portfolio Service. This means there is a high degree of personal contact between the client, their investment management team and their professional adviser. We work closely with professional advisers and aim to meet with each client, and preferably their adviser, at least once a year or more frequently as required.

#### How we manage investment portfolios

Our centralised investment process is designed to ensure that each investment portfolio leverages the broad and varied expertise of our asset allocation committee, investment committee and specialist sector research teams.

It enables us to create diversified investment portfolios with varying risk profiles and ensures that the principles of our investment philosophy are reflected in all client portfolios.

Our investment managers are responsible for carrying out both primary and secondary research for specific asset classes and investment vehicles. This is one of our key differentiators.

Our asset allocation guidance portfolios give our investment managers the flexibility to use their expertise to create truly bespoke portfolios. As such, each portfolio reflects the individual client's risk profile.

In the construction of a portfolio we consider, among other things, investments in equities, fixed income, structured products, property and other alternative assets both in the UK and internationally. This means we consider investments in a wide range of asset classes, investment vehicles and markets rather than using a generic model which only considers cash, equities and fixed income.

Once constructed, risk management tools are used to monitor and control the level of risk in a portfolio, the asset allocation and exposure to any single stock, fund or investment house to ensure a portfolio remains aligned to the agreed investment mandate. Should the client's objectives change, the portfolio will be altered to ensure it is representative of the new agreed investment mandate.





## Tax advantages of this service

As well as offering a stand-alone service, a portfolio can be held within a range of tax structures that will provide tax advantages that a professional adviser will be able to provide guidance on.

### These include:

- Self-Invested Personal Pensions (SIPPs).
- Small Self-Administered Pension Schemes (SSASs).
- Individual Trusts and Charity Accounts.
- Onshore and Offshore Bond Accounts.
- Individual Savings Accounts (ISAs).

Where applicable, the Capital Gains Tax (CGT) position is managed to ensure utilisation of annual CGT allowances. An annual CGT report is produced as part of our service.

## Reporting and monitoring

Once constructed, clients can review their portfolio's performance via our secure online portal. Additionally, at the end of each calendar quarter we send clients an itemised hard copy valuation report. This details the investments in the portfolio, provides performance reporting, details of all transactions and an income and capital statement. This enables clients and their professional adviser to assess how the portfolio has performed in comparison with market conditions and the agreed benchmark.

A private client and their professional adviser will also receive a comprehensive 'Annual Tax Pack' that includes the information needed to complete their income and CGT return. For all other accounts, this is sent directly to trustees.

## Administrative services

Brooks Macdonald provides in-house dealing, custody and settlement services for both UK and overseas clients. In line with the Financial Conduct Authority's comprehensive Client Asset rules, client's investments are held in accounts with a number of regulated financial institutions in the name of our nominee companies. Nominee companies are non-trading and cannot be declared insolvent as a result of trading activity.

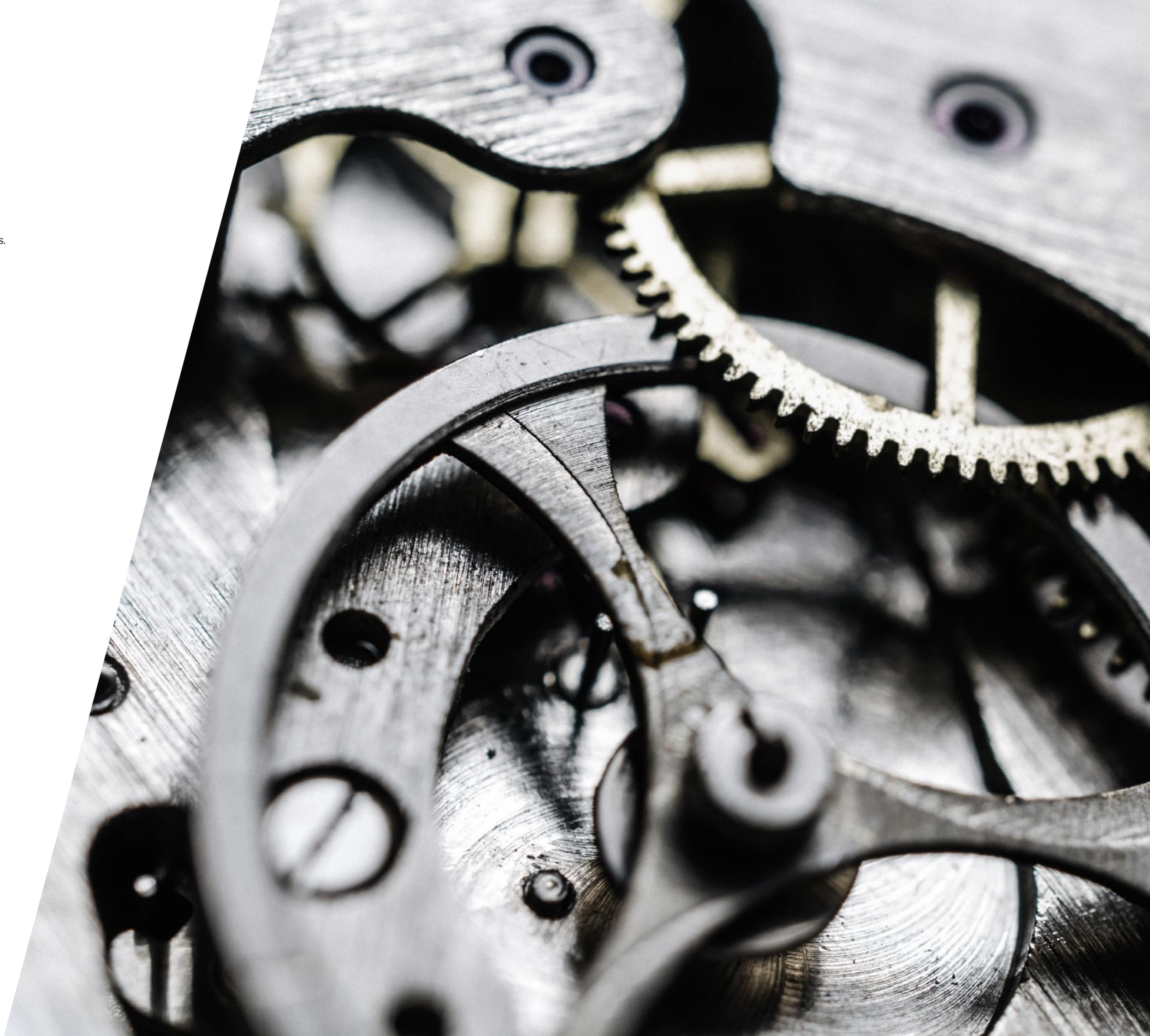
Brooks Macdonald's own investments are held entirely separate from investments belonging to our clients. Client cash is pooled with cash belonging to other clients and is held in trust with large banking institutions.

## Fees

Implicit in our ethos is our long-standing aim to take a clear, fair and honest approach to everything we do. This is reflected in our fees and charges.

Fees charged are based on a percentage of the value of each portfolio. This aligns the interests of the client and Brooks Macdonald over both the short and longer term.

For a detailed explanation of all fees, a 'Fee Schedule' document is available on request.



## Becoming a client

Typically, professional advisers will be responsible for assessing that the service is suitable, which includes helping the client to determine their investment objectives and risk tolerance. The professional adviser will arrange an initial meeting to introduce the client to their investment management team who will provide an investment proposal. This sets out how we intend to manage the portfolio so that it is consistent with the client's investment profile.

The meeting is an opportunity for the client and the professional adviser to understand how the portfolio will meet the client's investment requirements.

When the client and the professional adviser are satisfied that the investment proposal meets the client's investment requirements, the client will be asked to complete an application pack.

Applications for our Bespoke Portfolio Service can also be undertaken directly through a representative of Brooks Macdonald.

**For further information about our Bespoke Portfolio Service, please contact your professional adviser, or contact us by telephone, email or via our website:**

**T:** 020 7220 4889

**E:** [info@brooksmacdonald.com](mailto:info@brooksmacdonald.com)

**W:** [brooksmacdonald.com](http://brooksmacdonald.com)

### Important information

The value of your investments and the income from them may go down as well as up. You may get back less than you invested. Past performance is not a reliable indicator of future results. Tax treatment depends on your individual circumstances and may be subject to change. Brooks Macdonald does not provide tax advice and independent professional advice should be sought.

Brooks Macdonald is a trading name of Brooks Macdonald Group plc used by various companies in the Brooks Macdonald group of companies.

Brooks Macdonald Asset Management Limited is authorised and regulated by the Financial Conduct Authority. Registered in England No 3417519. Registered office: 21 Lombard Street London EC3V 9AH.

More information about the Brooks Macdonald Group can be found at [www.brooksmacdonald.com](http://www.brooksmacdonald.com)