



## Brooks Macdonald fact sheet

### What is your corporate background?

Brooks Macdonald Asset Management is a specialist investment house providing bespoke investment management on a discretionary basis for Private clients, Trusts, Charities and Pensions Funds (including SIPPs). Founded in 1991, Brooks Macdonald Group now manages over £6.95bn (as at 31st December 2014) on behalf of our clients.

Brooks Macdonald Asset Management (BMAM) is a subsidiary of Brooks Macdonald Group plc, which listed on AIM in March 2005. Our first office opened in London (1991) and we now have offices in Hampshire (2005), Manchester (2007) Tunbridge Wells (2009), Edinburgh (2009) Taunton (October 2011), York (April 2012) and most recently Leamington Spa (September 2013).

### Why should I consider using your discretionary fund management service?

BMAM have been awarded the prestigious Gold Standard Award for Discretionary Portfolio Management for the last four consecutive years. It has also been awarded a five star rating from Defaqto for both its Bespoke Portfolio Service and Managed Portfolio Service for the last four years. Around 84% of BMAM's FUM is introduced by intermediaries, with the Managed Portfolio Service available exclusively to clients of professional advisers.

Below are listed reasons why we are recommended by professional advisers on a consistent and increasing basis.

#### Introduction

- We consider investment in all asset classes, via all investment media, rather than using a generic UK stock-broking model which only looks at cash, equities and fixed interest
- We have strong performance verified by independent means

#### Investment philosophy

- We look to achieve high risk-adjusted returns
  - Add value by ensuring portfolios are invested with maximum diversification
- We believe taking a pro-active, rather than reactive approach to investment is crucial to achieving consistently high performance levels
- Our investment managers take responsibility for research
  - The interests of the research resource are aligned with those of the end user (investment managers)
  - Incentive to provide positive recommendations that add value
  - Results in a steady flow of new ideas contributing to achieving our goals of high risk adjusted returns
  - The traditional model rewards a passive attitude to research where little incentive is provided to add value



## BROOKS MACDONALD

### What is your approach to discretionary fund management?

Brooks Macdonald creates balanced portfolios that are designed to provide optimal risk-adjusted returns on a consistent longer-term basis. We believe this can be achieved by considering a full range of asset classes and by managing a composite portfolio that maintains exposure to the best direct investments and investment managers within each asset class.

Our approach is founded on four key principles:

#### Best Asset Selection

We believe that to achieve the best returns we need to buy the best assets and to maintain balanced returns we need balanced portfolios. As a result, our portfolios combine a selection of the best external managers with a selection of the best direct, passive and alternative assets across a managed selection of the most attractive asset classes.

#### Active Management

We believe that portfolios need to be actively adjusted to take account of market conditions in a fast changing world. We therefore combine our balanced, strategic asset allocation approach with active management of underlying assets and tactical allocation adjustment to consistently maintain an optimal blend of assets.

#### Portfolio Focus

We believe that each client's individual portfolio should be built and managed individually by their investment manager yet benefit fully from the investment management process created by the company. We therefore enable our managers to combine their understanding of client's specific requirements with asset allocation guidance from our investment committee and with investment selections from our research teams.

#### Focus on Quality and Clarity

In support of our enabled managers and our best selection, we buy high caliber independent research, utilise high quality external dealing, banking and custody partners and maintain best practice with regard to fees, dealing and general costs.



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### What investment solutions can you offer through the Nucleus platform?

We offer both segregated and unitised investment options, as follows:

Managed Portfolio Service (MPS) from £20,000; available to clients of professional advisers (whether independent or restricted). This is a segregated model portfolio of funds service. There are 4 risk profiles to choose from, ranging from Low Risk (Defensive Income) through to Medium to High Risk (Growth), as follows:

- MPS Low Risk: (Defensive Income)
- MPS Low to Medium Risk: (Income & Growth)
- MPS Medium Risk: (Income & Growth)
- MPS Medium to High Risk: (Growth)

Multi asset funds (MAF) from £1,000; 3 risk rated funds, which provide investors with access to discretionary management expertise and the proven central investment process of the Brooks Macdonald Group, as follows:

- IFSL Brooks Macdonald Defensive Income Fund
- IFSL Brooks Macdonald Cautious Growth Fund
- IFSL Brooks Macdonald Balanced Fund

### What are your fees?

For the Managed Portfolio Service (MPS) – designed for clients with £20,000 + to invest

Initial Charge\*

- Nil

Annual Management Charge\*

- 0.40%

Dealing Charges

UK

- Nil

Overseas

- Nil

– We reserve the right to levy a 0.50% charge for in-specie transfers.

\*Plus VAT

Please note, all fees stated exclude adviser remuneration, which may be added in addition. Whilst we do not place restrictions on the amount the professional adviser may take, it must be agreed with the client.



**BROOKS MACDONALD**

For the multi asset funds –  
for investments from £1,000

Initial Charge

- Nil

Annual Management Charge

- 0.50%

Dealing Charges

- Nil

Please note, all fees stated exclude adviser remuneration, which may be added in addition. Whilst we do not place restrictions on the amount the professional adviser may take, it must be agreed with the client.

### Who should I contact to discuss the service further?

Principal contact:

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