

# DISCRETIONARY PORTFOLIO SERVICE

**A bespoke portfolio with a dedicated  
investment manager**



FOR PROFESSIONAL ADVISERS AND THEIR CLIENTS

**evelyn**  
PARTNERS



# Welcome

**Our Discretionary Portfolio Service enables you to delegate responsibility for managing your investments to Evelyn Partners.**

This flagship service is intended for clients with £250,000 and above, where a tailored portfolio is most appropriate to meet an individual's specific goals.

Our Discretionary Portfolio Service enables advisers and their clients to maintain close contact while delegating responsibility for managing the investments to Evelyn Partners.

Your dedicated investment manager will work with you and your adviser to build a bespoke investment portfolio that is designed to meet your investment objectives.

An Evelyn Partners investment manager will then take responsibility for the day-to-day decision making on your portfolio, deciding which investments to buy or sell, and when to do so.

Our clients include private individuals, families, companies, pensions, and charitable funds.

## Important information

The value of investments, and the income derived from them, can go down as well as up and you can get back less than you originally invested. This is not advice to invest, or to use any of our services.

# Why choose Evelyn Partners to manage your investments?

**At Evelyn Partners we believe it is the personal responsibility we take for your personal wealth that sets us apart. Our overriding aim is to preserve and grow the real value of your capital over time, in line with your investment objectives.**

In an investment world that is sometimes unpredictable, irrational and all too often holds a short-term outlook, we focus on a small number of guiding principles:

## **We aim to preserve wealth**

While our clients are not usually averse to taking risks, they are sensitive to losing their capital, so our focus at all times is on wealth preservation. To achieve this, we are selective in the stocks and sectors we invest in, preferring those that are more resilient to economic cycles. We seek out good-quality, well-run businesses with valuations that incorporate a margin of safety for investors.

## **We aim to grow capital**

We believe that long-term success should be judged relative to the returns from cash and inflation. We see equities as the main driver of growth through time, although non-equity investments may help to dampen volatility through diversification, and smooth out returns for investors.

To grow capital, we seek the best risk-adjusted returns, identifying a limited number of fund managers who generally own a concentrated portfolio of companies that are capable of growing through the economic cycle.

Rather than market timing, we see long-term increases in profits and dividends as the engine of returns.

## **We focus on the real value of capital**

Management fees, dealing costs, tax and inflation all eat into the value of your capital and can have a significant impact on your wealth over time. We focus on growing the real value of your capital, so that you can achieve your investment objectives.

## **We invest over a long-time horizon**

We are patient investors, ignoring 'market noise' and short-term movements that are largely caused by changes in valuation, driven by market sentiment. Instead, we focus on long-term returns that are driven by a change in the fundamental value of the underlying assets.

# How we help you achieve your investment objectives

## Understanding your needs

Every client has a unique set of aims, objectives and circumstances. Your investment manager will work with you and your adviser, to identify a set of achievable investment goals that take into account your investment time horizon, your attitude to investment risk and the investment returns you require. Together we will review your options and decide on the best way to achieve your objectives.

## Building your portfolio

We believe asset allocation is a primary determinant of long-term investment performance. As a framework for constructing your portfolio, we use a range of asset allocation strategies that have been determined by our Asset Allocation Committee. Your investment manager will then fine-tune your allocation to meet your exact requirements, before selecting the investments held within each asset class.

Evelyn Partners offers portfolios in both funds and direct stocks. Some clients also place limitations on the type or magnitude of investments in their portfolio. If you do this, your investment manager will make sure these restrictions are never breached, and they will also take personal accountability for ensuring your risk appetite is never exceeded.

## Managing your portfolio

Your investment manager will ensure your portfolio always reflects our core views and remains on target to meet your personal objectives. Our managers are supported by our independent team of research analysts, who conduct formal monitoring and due diligence of assets, to ensure that your portfolio is invested across what we believe is the best range of investment options.

# Our service

- A dedicated investment manager with whom you and your adviser can build a long-term, trusted relationship. You will also have an alternative portfolio manager to provide cover in your investment manager's absence and to ensure that two investment professionals are familiar with your account
- A highly qualified and experienced team. Many of our investment managers have decades of experience, and they are all Members or Fellows of the Chartered Institute for Securities and Investment
- Portfolios can be administered for the benefit of the whole family, including the children
- Regular meetings with you and your adviser to review: progress towards your goals, our activity on your behalf and the performance of your investments
- The ability to check your portfolio online at any time
- A full reporting suite including detailed statements with relevant commentary, contract notes following transactions and tax reporting showing all gains, dividends and income received
- Ad hoc cash payment services, standing orders and regular income payments

We can help with the following types of accounts:

- Personal (taxable) portfolios
- Pensions including SIPPs, SSAS and corporate
- Family investment companies
- IHT portfolios
- ISA portfolio management
- Offshore bonds and portfolios
- Trust portfolios
- Private OEICs
- Companies/institutional portfolios

## Investment services for US-connected clients

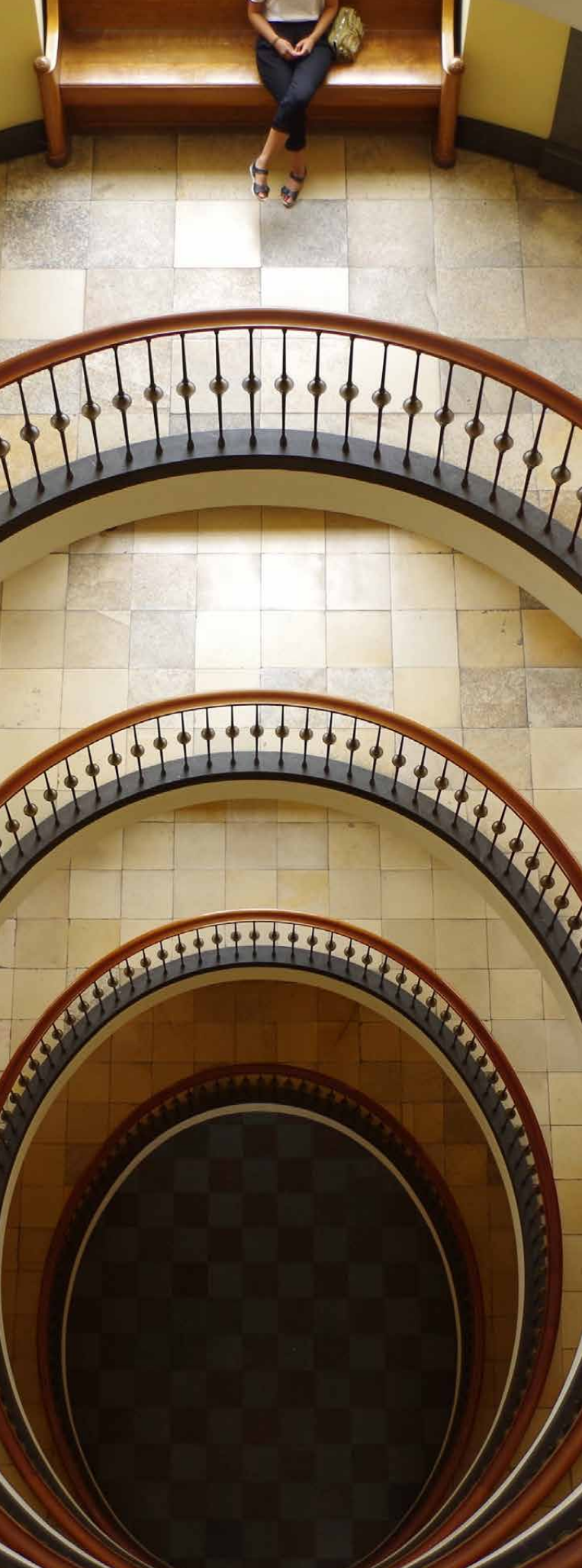
The investment needs of US-connected clients are complex and multifaceted. Our US team has the experience and supporting infrastructure to meet these needs.

## Offshore investment management

Our comprehensive investment management capability means we can also provide investment services for those seeking custody offshore. We have a truly global client base and considerable experience working with non-UK situs assets and non-UK sourced income.

## Our investment management charges

Evelyn Partners charges an annual management fee based on the value of your portfolio, and there is no initial set-up fee. Our charging structure ensures that our investment decisions are based on investment merits.



# Risk management

Investing means taking a degree of investment risk to generate a return, so the management and control of this risk is a key part of our investment service.

In order to assist us, we have developed our own proprietary systems to monitor the risk we are taking when managing client portfolios.

**Efficient frontier:** helps us optimise the portfolio construction at the asset allocation level, ensuring we are not exposed to unnecessary or unreasonable risk for the returns we expect to make on your behalf.

**10 principles for fund selection:** a unique process built by us for the benefit of clients. This allows us to find and consider the very best external fund managers to include in client portfolios.

By combining these tools when constructing portfolios, we are able to blend asset classes and investment vehicles to optimise returns in a risk-controlled manner.

## Further information

To find out more about our Discretionary Portfolio Service, please contact your adviser.

# About Evelyn Partners



*Defaqto is an independent financial research and software company specialising in rating, comparing and analysing financial products and funds.*

At Evelyn Partners our mission is 'to place the power of good investment advice into more hands'. We believe that more people and businesses should have access to good advice, regardless of their size or wealth and we are committed to raising the standards of good advice and to extending its reach.

As experts in wealth management since 1836, we look after our global clients from offices across the UK, Republic of Ireland and Channel Islands.

We're proud that many financial advisers choose us to manage their clients' wealth. That's because our advice is delivered by people who care, who go further to understand the adviser's needs and those of the client, ensuring that we provide investment solutions that are right for you.

*That's the power of good advice.*

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Whilst considerable care has been taken to ensure the information contained within this document is accurate and up to date, no warranty is given as to the accuracy or completeness of any information and no liability is accepted for any errors or omissions in such information or any action taken on the basis of this information.



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