



Purple Service

Purple is designed for clients with £500,000 of assets under management and above, although it is available to any client with less than £500,000 of assets under management for whom it represents the most suitable on-going service i.e. where we believe that the minimum fee applicable still provides good value. It provides an intensive financial planning service that ensures that your financial planning remains up to date.

Each year, clients enjoy two scheduled meetings with their adviser with a further two ad hoc meetings available, if needed, on request. The meetings are conducted by telephone/video call or face to face (in our offices or at a venue of your choice) when your circumstances will be reviewed so that your adviser can inform you if any changes to your planning are needed. In addition, your risk profile will be checked to ensure that the investment solution used remains appropriate. A wide range of investment solutions are used from the whole of the investment market, including the following (details of which are later in this document):

- Managed and Multi-Manager funds;
- our Ruby and Gaia discretionary model portfolios (the latter invested on a sustainable/positive impact basis);
- bespoke discretionary management through our Diamond process;
- our Emerald and Sapphire advisory model portfolios.

Clients receive a valuation report before each review meeting, as well as access to live valuations via our client portal. In addition, performance information on our portfolios, both absolute and relative to the benchmark, is provided via our website.

Other benefits provided include invitations to Client Presentations every six months to provide an update on investment markets and any legislative changes that may affect your financial planning.

Purple is paid for by a 1% annual charge on the assets being managed (subject to a minimum annual charge of £5,000). The cost of joining is dependent on the number and complexity of your existing investments and is quoted on a case by case basis. Advice over and above that required to manage your existing planning, i.e. new business, will be charged in accordance with our prevailing charges and will be agreed in advance of any work being commenced. These charges are VAT exempt in most cases but, if this is not the case, we will inform you before making any recommendation.

Investment Solutions in detail

Managed & Multi-Manager (MM) fund solution

The funds available in the market are researched on an on-going basis with a formal review each quarter. These reviews look at performance, the level of risk taken to achieve the returns,

adherence to mandate and how these factors compare to similar funds, using the output to establish a list of approved funds. In the event that a fund loses its 'approved status', or a better option exists, clients are sent the necessary forms to make the changes required.

Ruby & Gaia discretionary model portfolios

Our discretionary model portfolios are managed by Investment Committees made up of our own Investment Team and carefully selected Discretionary Investment Managers (DIMs). The holdings within the portfolios are reviewed on an on-going basis, with any changes required made without the need for a client signature, using the DIM's discretionary powers, to enable the portfolios to be as responsive as possible to changes in markets.

Our Ruby portfolios invest in all asset classes and sectors without exclusions, with the DIM selected currently being Smart Investment Management, managers with whom we have worked for many years and are experts at multi-asset investing. By contrast, our Gaia portfolios use only funds that meet sustainable and/or positive impact criteria consistent with the United Nations' Sustainable Development Goals, with the DIM selected currently being LGT Vestra, and their Sustainable Investment Team in particular.

As well as choosing our DIMs carefully, we select a platform that provides competitive charges but, equally importantly, a wide range of quality funds to provide the potential for strong investment performance. The current platform used is Praemium.

Diamond bespoke portfolios

Diamond bespoke portfolios are managed by a Discretionary Investment Manager (DIM) of our selection, one that best matches the needs of the individual client. As with our Ruby and Gaia model portfolios, changes to the portfolio are made by the DIM using their discretionary permissions.

We set up an individual Investment Committee for each client and meet every quarter with your DIM to review your bespoke portfolio and to assess performance and adherence to the mandate. This allows us to monitor the performance of the DIM and, where necessary, challenge them if there are any areas in which we are less than satisfied, with the ultimate sanction of changing them if issues are not resolved within acceptable timescales or your needs change.

Emerald & Sapphire advisory model portfolios

Our advisory model portfolios are managed by our in-house Investment Team. They accommodate the different risk tolerances of investors, with equity content varied in 25% increments from 25% to 100%. The portfolios are reviewed quarterly, checking their balance and the performance of the underlying holdings. In the event that amendments are needed, clients are sent the necessary switch forms to make the changes required.

The platforms on which they are run are assessed on an on-going basis to ensure that the chosen providers have not only competitive charges but, equally importantly, a suitable range of quality funds to provide the potential for strong investment performance. Currently, our Emerald portfolios are run on Transact and our Sapphire portfolios on Old Mutual Wealth.