

# Services for financial advisers



“ We do not sell products – we offer a service. For us, that is an important distinction. We aim to build long-term relationships with individuals, their families and advisers. This approach is becoming unusual but we strongly believe it is important for our clients who value having direct access to the person who is managing their investments.”

**Mark Powell**  
Chairman



# The Rathbones philosophy

We believe that:

- We are free to make objective and independent investment decisions.
- We take an unconstrained approach to the market, considering the full universe of opportunities.
- Our fees and charges are transparent and we support RDR-compliant adviser fee arrangements.
- Client ownership sits with financial advisers and the service delivery is driven by you. We will work with you and your clients in a way that fits with your service proposition.
- Our well-researched, performance driven Rathbone Investment Process supports our experienced investment managers rather than controlling their decision making and ability to service your individual client needs.
- Our fees cover active portfolio management provided by a dedicated local investment manager who will work with you to deliver a bespoke service designed to meet the needs of your clients.
- The scale of our business means that we are able to purchase assets at discounted institutional rates; a benefit which we believe should be passed on directly to your clients.
- High quality administration underpins a long-term relationship.



# Why Rathbones?

Rathbone Investment Management is recognised as one of the UK's largest and longest established providers of discretionary investment services and is part of an independently owned, UK listed company – Rathbone Brothers Plc – with a long history of managing private client wealth. There are few large players who are able to offer IFAs the benefit of scale at a local level.

We provide whole-of-market services specifically for financial advisers and their clients. Our services are designed to help financial advisers in three main ways:

- 1 Reduce the regulatory risks associated with investment management,
- 2 Provide a highly-personalised, yet cost effective and efficient service for financial adviser clients, and
- 3 Enhance the breadth and quality of financial adviser client propositions.

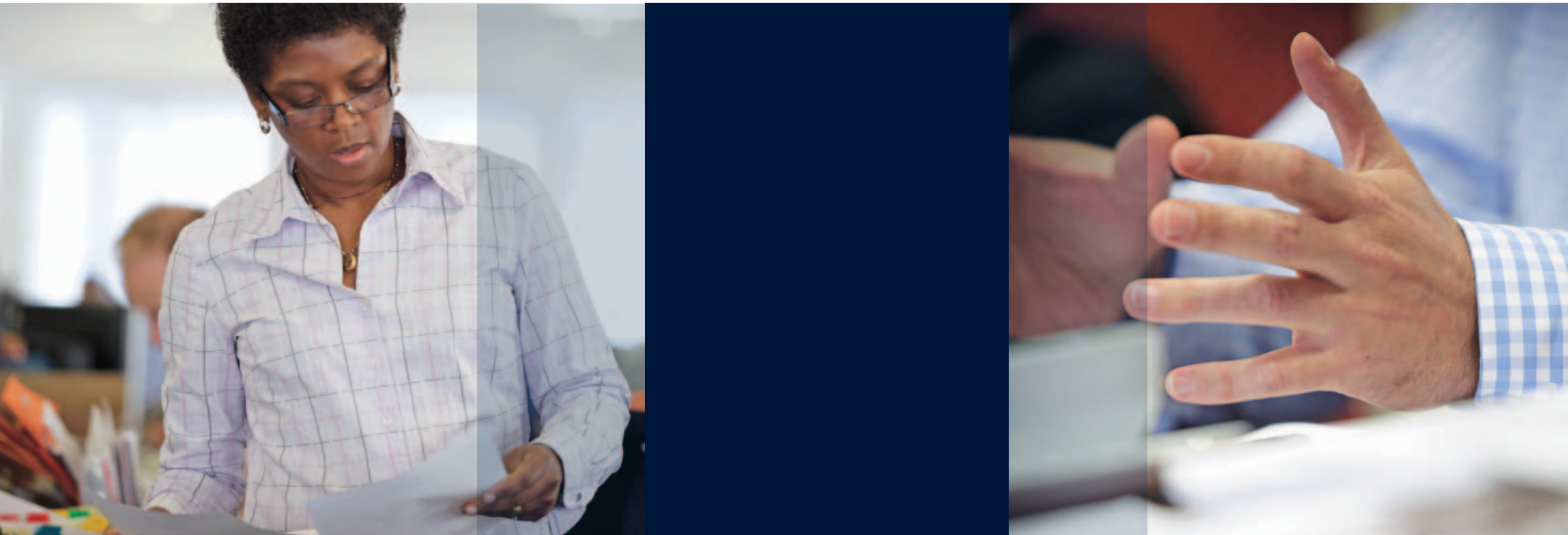


# Bespoke investment services for your business

Our industry is being impacted by unprecedented levels of regulatory change, and as a result our businesses are evolving. Typical changes for advice firms include: getting to grips with client segmentation, the development of service and fees tariffs and alignment of these with a range of cost-effective, yet comprehensive investment propositions.

An example of an advice firm's approach to client segmentation, service and fees:

1 Segment client bank		A	B	C	D
2 Service and fees proposition		↓ Highest level of service, for example face-to-face meetings as required	↓ Standard service, for example annual face-to-face meeting and telephone support as required	↓ Minimum service, for example remote annual review and telephone support as required	↓ No service, execution only
3 Financial planning		↓ Financial advice including assessing attitude to risk			
4 Investment solutions	Risk-rated multi-asset funds	✓	✓	✓	
	Risk-rated model portfolios	✓	✓	✓	
	Bespoke portfolios	✓			



# Investment services

We offer a range of discretionary investment solutions designed to dovetail with financial advice propositions:

## **Bespoke discretionary investment management**

In addition to a direct relationship with a dedicated investment manager, clients benefit from a portfolio management service that is designed to specifically meet their individual needs and preferences.

We invest directly or via collectives, employing a multi-asset approach.

## **Unitised portfolio service**

Our unitised portfolio service offers a discretionary service to clients with smaller portfolios, or those with a more general investment need, that looks and feels like the Rathbones discretionary service.

A discretionary investment account is opened and investments are made across a range of assets designed to align to your clients selected attitude to risk.

An investment manager will review the client portfolios regularly to assess the continuing suitability of the portfolio and make any necessary changes.

## **Multi-asset portfolio funds**

Rathbones offers two risk-rated unitised portfolios:

- a multi-asset strategic growth portfolio fund; and
- a multi-asset total return portfolio fund.

These funds are available direct from Rathbone Unit Trust Management as well as via a number of third-party wrap platforms.



# Other investment services

## **Consideration of tax wrappers**

Your clients will often be best served by placing their portfolios in appropriate tax wrappers. Our investment managers are experienced in managing funds within a range of structures including:

- offshore bonds
- SIPPs
- Trusts including charitable trusts
- ISAs

## **Ethical investments**

Rathbones has particular expertise in integrating ethical issues into a client's investment strategy. Our specialist ethical investment unit, Rathbone Greenbank Investments was launched in 1992 and has been at the forefront of client ethical investment, launching one of the UK's first tailored ethical services.

## **Banking services**

All Rathbone Investment Management clients have access to a range of non-current account banking services including currency, fixed rate term deposits and loans secured against portfolios.

## **Offshore investments**

We are able to offer investment management services via our offshore operation based in Jersey and can manage portfolios in currencies other than sterling.



# Our fees and charges

## **Bespoke service**

Our fees cover active management provided by a dedicated local investment manager who will work with you and your clients.

Your clients have a choice of fees structures:

- a fee based management charge, or
- a lower management fee plus dealing charges.

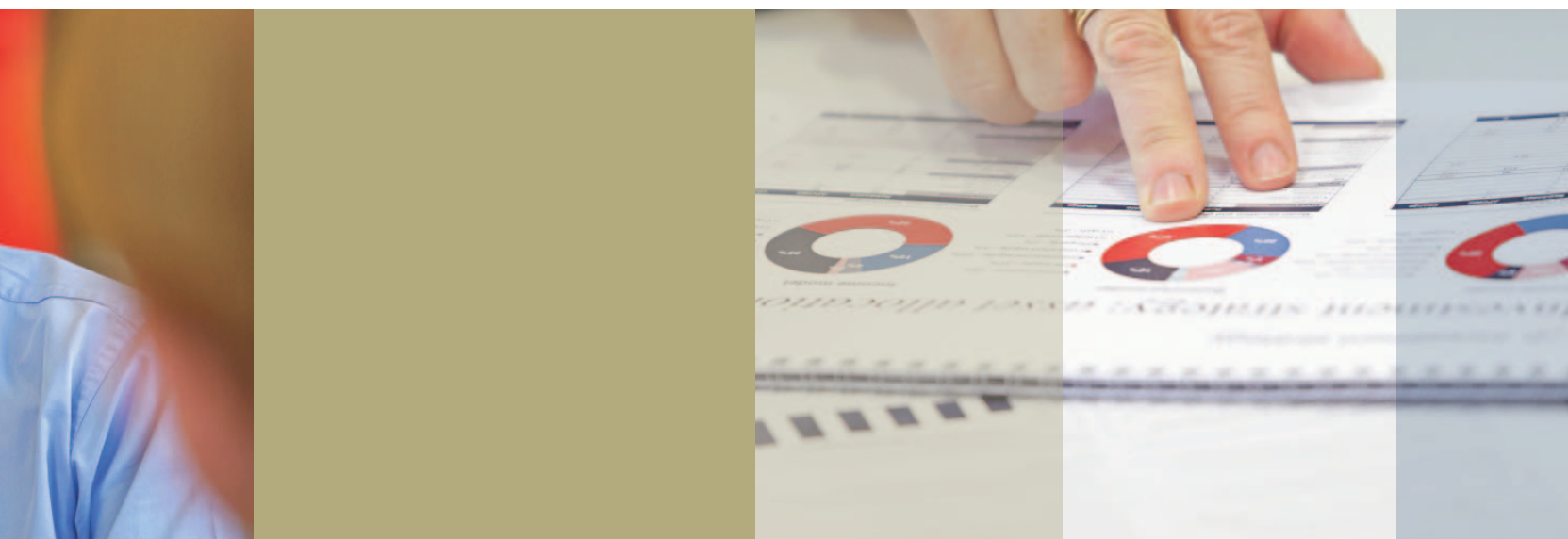
We offer IFAs flexible remuneration. This means that you can structure your fees from a combination of an initial fee and trail fee at a level that fits with your services and fees tariff.

## **Unitised portfolio service**

A flat fee of 1.5% applies, of which up to 0.5% is available to be rebated to the introducing intermediary. There are no dealing charges and no VAT – within the multi-asset funds.

Third party administration fees are debited directly from the multi-asset funds. Full details are available in the fund prospectus which is available on request.

For a full breakdown of charges please contact us at [ifaservices@rathbones.com](mailto:ifaservices@rathbones.com).



# Supporting advisers

We respect that you and your clients always have a choice, which is why we underpin our services by offering a range of ongoing support to financial advisers and their clients.

## **Remuneration**

Our fee arrangements are flexible, offering a range of payment options to accommodate adviser-agreed fee arrangements in line with RDR requirements.

## **Communication**

We place great emphasis on regular communication with you and your clients, believing this is the best way to ensure that you are kept abreast of market developments and that your clients' portfolios are adjusted to meet their changing circumstances. Our investment managers work with IFAs to develop bespoke service propositions which can include, for example, client meetings at your office or their home and beauty parades through to providing you and your clients with access to online valuations.

## **Tax service**

At the end of each financial year we provide a comprehensive tax pack, which includes a consolidated tax certificate.

## **Marketing and training**

We are keen to work with advisers and to build our respective businesses and to enhance client services. We also offer training and support sessions for advisers and their clients. You may also wish to consider joint marketing opportunities.



# Contact us

For further information please contact  
ifaservices@rathbones.com or your local office.  
We'd be delighted to hear from you.

## **Rathbone Investment Management**

159 New Bond Street  
**London** W1S 2UD  
Tel +44 (0)20 7399 0000

1 Albert Street  
**Aberdeen**  
AB25 1XX  
Tel +44 (0)1224 218 180

Temple Point  
1 Temple Row  
**Birmingham** B2 5LG  
Tel +44 (0)121 233 2626

10 Queen Square  
**Bristol** BS1 4NT  
Tel +44 (0)117 929 1919

West Wing, Freemasons Hall  
Bateman Street  
**Cambridge** CB2 1NA  
Tel +44 (0)1223 345 370

1 Northgate  
**Chichester**  
West Sussex PO19 1AT  
Tel +44 (0)1243 775 373

Charlotte House  
2 South Charlotte Street  
**Edinburgh** EH2 4AW  
Tel +44 (0)131 247 8100

The Senate  
Southernhay Gardens  
**Exeter** EX1 1UG  
Tel +44 (0)1392 201 000

The Stables  
Levens Hall  
**Kendal** Cumbria LA8 0PB  
Tel +44 (0)1539 561 457

Port of Liverpool Building  
Pier Head  
**Liverpool** L3 1NW  
Tel +44 (0)151 236 6666

Fiennes House  
32 Southgate Street  
**Winchester** Hampshire  
SO23 9EH  
Tel +44 (0)1962 857 000

## **Rathbone Greenbank Investments**

Specialist ethical  
investment services  
10 Queen Square  
**Bristol** BS1 4NT  
Tel +44 (0)117 930 3000

## **Rathbone Investment Management International**

Rathbones House  
15 Esplanade  
St Helier  
**Jersey** JE1 2RB  
Tel +44 (0)1534 740 500



This document is not intended for private customers. This document is published by Rathbone Investment Management as a service and does not constitute a solicitation, nor a personal recommendation for the purchase or sale of any investment; investments or investment services referred to may not be suitable for all investors. No consideration has been given to the particular investment objectives, financial situations or particular needs of any recipient and you should take appropriate professional advice before acting. The price or value of investments, and the income derived from them, can go down as well as up and an investor may get back less than the amount invested. Rathbone Investment Management will not, by virtue of distribution of this document, be responsible to any other person for providing the protections afforded to customers or for advising on any investment. In the provision of advice regarding regulated non-life packaged products, Rathbone acts on a whole-of-market basis. References to 'Independence' within this document refer to the ownership of Rathbone as a corporate entity, and not to the basis of our providing advice in relation to such packaged products. The information and opinions expressed herein are considered valid at publication, but are subject to change without notice and their accuracy and completeness cannot be guaranteed. No part of this document may be reproduced in any manner without prior permission.

© 2010 Rathbone Investment Management Limited.  
All rights reserved. Rathbone Investment Management Limited is authorised and regulated by the Financial Services Authority. Registered office: Port of Liverpool Building, Pier Head, Liverpool L3 1NW. Registered in England No. 1448919.

Rathbone Unit Trust Management Limited is authorised and regulated by the Financial Services Authority. Registered Office: 159 New Bond Street, London W1S 2UD. Registered in England No. 2376568

Rathbone Investment Management International is the Registered Business Name of Rathbone Investment Management International Limited which is regulated by the Jersey Financial Services Commission. Registered office: 15 Esplanade, St Helier, Jersey JE1 2RB. Company Registration No. 50503. Rathbone Investment Management International Limited is not authorised or regulated by the Financial Services Authority in the UK.



Printed on Cocoon 50 Silk which contains 50% recovered fibres and is FSC certified.

RIM-IFAS-09-09

Rathbone Brothers Plc  
159 New Bond Street  
London W1S 2UD

Tel +44 (0)20 7399 0000  
Fax +44 (0)20 7399 0011

[www.rathbones.com](http://www.rathbones.com)



**RATHBONES**  
Established 1742