

# BOOLERS INVESTMENT SERVICES

*Boomers aim to provide you with truly independent, impartial investment advice. We have the ability to create and manage investment portfolios to suit your individual requirements.*

## OUR INVESTMENT PHILOSOPHY

- Each client is different, so our portfolios are tailored to meet individual aims, objectives and risk profiles.
- The starting point is determining these aims and objectives, such as whether the client requires income, pure capital growth or a combination of the two, while at the same time taking account of the type of investor (e.g. personal, trust, pension scheme).
- Time scale is another important factor – there may be a requirement for monies at a specific date to meet, say, school fees or for retirement.
- The next stage is to evaluate the level of risk that is acceptable to the investor, to establish which sorts of investments may be suitable

## Strategy

- When accessing investment markets our preferred route is to use Collective Investment vehicles, such as Unit Trusts and Open Ended Investment Companies (OEICs), because of the **diversification** that they offer - each typically has 100 or more underlying investment holdings.
- Collective investment funds also benefit from specialist investment management so that clients do not need to make any of the day to day investment decisions. All of this is ring fenced within a tax efficient wrapper with simplified administration.
- We believe in operating a **Core and Satellite** investment approach. Portfolios will often have a core holding in one or more different types of Managed funds (specifically Cautious and Balanced) to provide a core investment in Cash, Fixed Interest Securities and UK Equities. This is then complemented by more specialist holdings and will reflect each client's specific objectives and risk tolerance.
- There have been many studies over the years on the merits for **Active or Passive** investment strategies. A passive investment approach aims to track or follow a particular index without any detailed management. Whether the index is rising or falling, the passive strategy will follow this, with the deduction of charges. We believe that there is greater value for our clients in adopting an **active** management style. The aim is for the fund manager to outperform on both the upside and, equally as important, the downside.
- Over many years we have developed our investment strategy and provided our clients with competitive returns. We operate a **transparent** and defined strategy and believe that holding positions in visible and readily realisable assets is essential. We do not access investment vehicles with complex underlying derivative based strategies. These are often hard to both analyse and value, and many involve additional costs that are never fully disclosed. We have always been very wary of using the latest 'fad' and are extremely cautious of using the latest fund whose performance seems too good to be true – it often is!

**We are truly independent and intend to remain so as we believe it is imperative to have the full access to the fund universe. We invest in a manner that offers the greatest flexibility and benefit to our clients.**

## Fund Selection

- We select investment funds based on many criteria, not just performance.
- We analyse the performance of the fund and manager over many periods and in different market conditions, although it should be noted that historic performance is not a guide to future returns.
- For all of the main funds we use, we regularly meet and communicate with the fund managers. It is important to understand how he/she is managing their fund and what levels of risks are being taken. It is equally important to understand why a fund may be performing very well as one which is performing poorly.

### **Style of Investment Management**

- Funds are selected to provide an overall balanced portfolio combining different management styles and types of assets.
- Most fund management groups operate on a “Team” approach with a lead fund manager working within a team of managers and analysts. However, some funds are managed based on the expertise of a “Star” fund manager. Whichever way a fund is managed, investment management companies, whatever their size, have many sources of information they can and do call on to help them with their day to day decisions and overall investment strategy.
- The underlying investments in a fund may react differently to changes in investment markets. Some funds actively follow growth or trends in the market, whereas others specialise in locating value based companies.
- Our portfolios will combine different styles of fund management to maximize the potential for returns.

### **Regular Analysis & Review**

- At our formal annual review meetings a detailed analysis of the portfolio will be undertaken. We compare performance of individual funds on both an absolute basis and also relative to respective peer groups.
- In addition to this, regular valuation reports will be issued, normally on a half yearly basis. We also produce regular market reviews and issue formal Investment Bulletins to our clients on a regular basis.
- Our Investment Team manages portfolios on a daily basis ensuring that underlying investment holdings are constantly being reviewed and changes recommended where we deem them appropriate.
- Our investment philosophy can perhaps be described as being very ‘traditional’ in that our experience suggests that a balanced approach, rather than one that constantly makes changes and chases returns, is the one that serves investors well over the medium to long term. That said, financial markets are ever changing and we also recognise that sometimes changes do have to be made.

**BooLers offer holistic advice to our clients, incorporating all of their financial needs. For further information on Wealth Management please contact us on 0116 2407070 or visit our website: [www.boolers.com](http://www.boolers.com)**