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BOOLERS  
DISCRETIONARY FUND  
MANAGEMENT GUIDE

BOOLERS



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INNOVATION  
INTEGRITY  
RELIABILITY

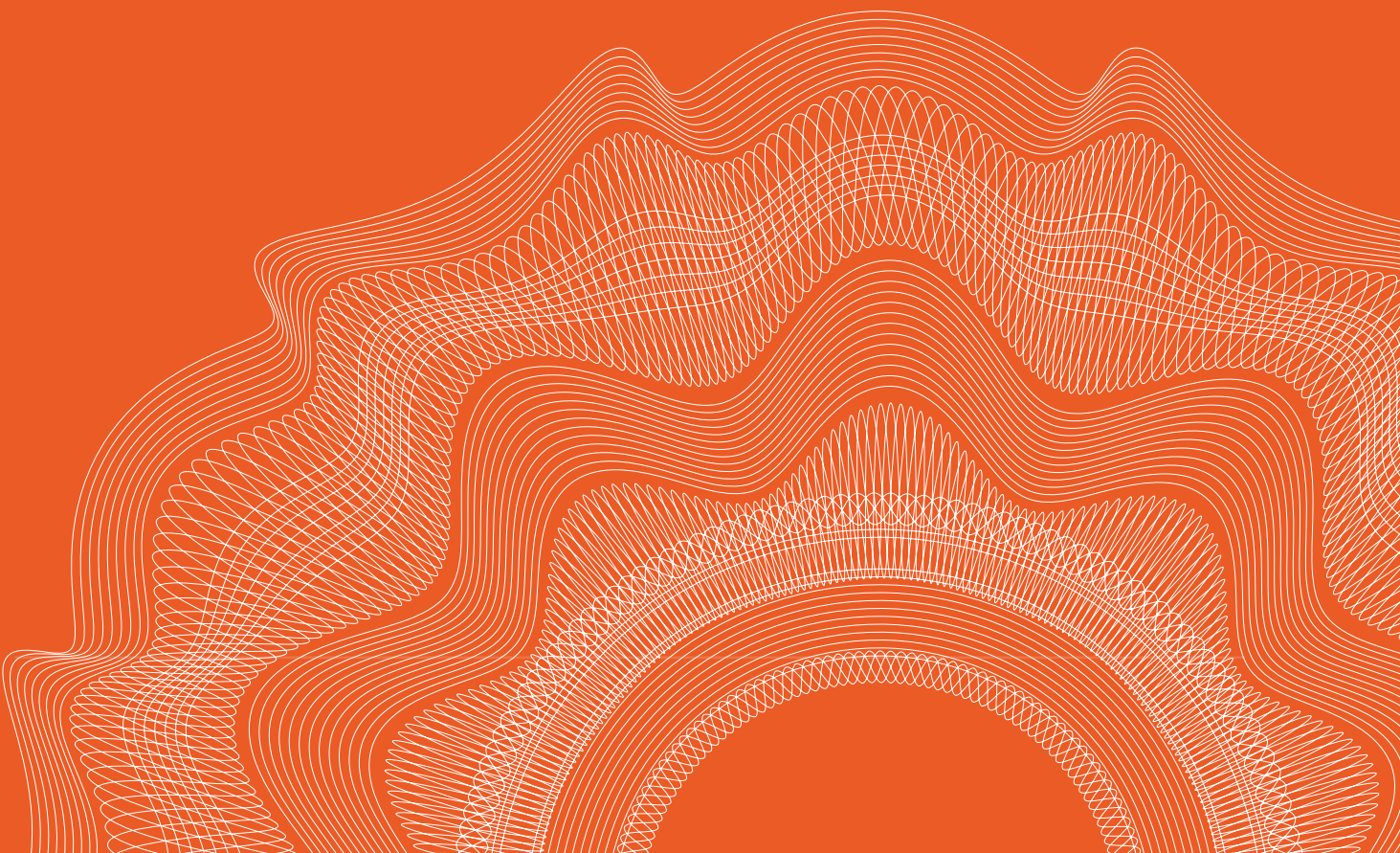
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“

WE PRIDE OURSELVES ON DELIVERING  
SUCCESSFUL SOLUTIONS TO MEET OUR  
CLIENTS' OBJECTIVES

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GAVIN O'NEILL



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# INTRODUCTION

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**This guide details our Discretionary Fund Management service to help you make the right investment choice. Whether you are an experienced investor or one investing for the first time, managing your wealth effectively requires a great deal of commitment and expertise.**

For those who have neither the time nor inclination to invest themselves we have developed the Boolers Discretionary Fund Management Service.

This allows our Investment Team to take the responsibility for making all investment decisions within your portfolio in line with your objectives and attitude to risk.

The world is moving at such a fast pace and this extends to the financial world. The need to monitor investments regularly cannot be underestimated and this service enables your dedicated Investment Manager to react quickly to any changes in global financial markets, economies or asset classes.

Our aim is to provide an efficient, active and dynamic investment solution to meet the requirements of those investors who require certain levels of service. This document sets out how we will achieve this in plain and simple terms; we hope it provides you with the knowledge and certainty to work with us.

## THE BOOLERS INVESTMENT COMMITTEE



GAVIN O'NEILL  
CHARTERED FCSI, APFS



SIMON WATTS  
CHARTERED FCSI, FPFs



DUNCAN PICKERING



PRABHDEEP GILL  
DIPFS

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# IS DISCRETIONARY FUND MANAGEMENT RIGHT FOR ME?

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This service is for those who are looking for a professional adviser to take responsibility for all investment decisions from outset and on a daily basis thereafter.

We have found that our Discretionary Fund Management Service is preferred by those who:

- **Recognise that their money demands to be professionally managed**
- **Wish to have their investments monitored daily and do not have the time to do so**
- **Require direct access to their own Investment Manager**
- **Expect our highest levels of service**
- **Want fair and transparent charges**

## 3 KEY REASONS TO USE BOOLERS' DISCRETIONARY SERVICE

### 1. EXPERIENCE

Boomers have successfully managed client money for over 35 years. Our Investment Managers collectively have over 80 years' financial services experience and hold specialist investment management qualifications.

### 2. INDEPENDENT THINKING

You will be dealing with one of the largest independently owned Chartered Financial Planning firms in the UK and can take comfort that we are not subject to any external influences when considering investment opportunities.

### 3. PERSONAL RELATIONSHIPS

Putting you first is core to our culture and enables us to provide a client focused approach. You will have access to a named Financial Planner, Investment Manager and our investment support team. By combining advice and the management function in house you benefit from a more cohesive strategy for your wealth management.



“

PUTTING YOU  
FIRST IS CORE  
TO OUR CULTURE

”

JOHN ALLEN

Financial Planning, Cyber Security and IT

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# HOW IS MY MONEY INVESTED?

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## IT STARTS WITH YOU

Before we invest any of your money it is essential that we have a thorough understanding of your expectations in terms of investment risk and return. We will also discuss with you what your aims and long term goals are for your investments, before we produce a personalised investment proposal.

## OUR INVESTMENT PHILOSOPHY

We believe in having guidelines to inform our decisions rather than rigid rules. We tend to avoid what we consider to be higher risk investments such as direct equities and complex hedge funds. Our investment universe is therefore typically comprised of (but not restricted to) collective investments such as unit trusts, OEICs (Open Ended Investment Companies), investment trusts, offshore funds and ETFs (Exchange Traded Funds).

We avoid investing into anything we cannot easily explain to you. You will therefore see no direct exposure in your portfolio to fine wines, teak forests or assets that are opaque and/or not physically backed.

## ACTIVE vs PASSIVE

We follow an 'Active' investment management style, aiming to outperform the relevant benchmarks over time rather than merely following a certain index up or down in a 'Passive' manner.

We do this by using both Quantitative and Qualitative measures to assess exactly what funds we believe to be appropriate, with a view to creating outperformance on your investments.

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## OUR INVESTMENT PROCESS

We structure our portfolios in terms of risk (Cautious to Adventurous) and in line with your investment objectives (capital growth, income or a combination of the two).

The starting point of portfolio construction is Asset Allocation, arguably the most important aspect to get right. This involves determining the proportions to be invested between the main asset classes, i.e. equities, fixed interest, cash and 'other' assets, e.g. real assets and lower correlating assets. Equities generally offer the highest growth prospects but also the highest short term volatility, so feature very heavily in Adventurous portfolios. For a Cautious investor, the volatility of equity investment will be tempered to a larger extent with more stable (but lower returning) assets.

After asset allocation we look at Sector Selection, drilling down into how we might best exploit investment opportunities within an asset class. We would look at the mix of large, medium and small cap companies as well as investment style approaches, i.e. Value, Growth, Quality and Momentum. Consideration is given to UK and overseas equities, as well as wider geographical and thematic approaches, e.g. emerging markets, infrastructure or consumer trends.

Finally we look at Investment Selection, deciding which fund managers to engage with and how best to blend their differing investment styles. This is one of the most intensive parts of portfolio management which involves constant monitoring and research to understand how underlying funds are being managed.

## OUR ONGOING RESEARCH

Our Investment Team work together on a daily basis and meet formally every two weeks, monitoring our existing holdings whilst also seeking new investment opportunities. Fund manager meetings are a cornerstone of our research process and we strive to understand the reasons behind every investment's performance and volatility characteristics.

We have no affinity to any one manager or group of managers and neither do we operate our own in-house investment vehicles. This avoids what we regard as a conflict of interest arising and gives us an increased level of freedom and independence in our investment selection processes.

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“

OUR DISCRETIONARY INVESTMENT  
TEAM HAS OVER 75 YEARS OF  
COMBINED EXPERIENCE

”

RICHARD  
BORRINGTON

Financial Planning and Marketing

CHRIS BALL

Financial Planning and Management



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# WHAT DOES THE DISCRETIONARY FUND MANAGEMENT SERVICE INCLUDE?

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**Here is a summary of the services we will deliver.**

- Management of your Investment Portfolio by your own personal Investment Manager
- In-house Investment Research
- Quarterly valuation of your portfolio, together with detailed investment and market commentary, available through your on-line account
- Monthly investment bulletin (by email)
- Telephone access to your own personal Investment Manager
- On-line access to view your investment portfolio (and receive valuations and custody statements)
- Formal annual meeting with your designated Financial Planner
- Annual capital gains tax planning
- Annual income and capital gains tax report
- Use of Nominee account which provides
  - custody of holdings
  - ongoing collection of dividends and interest
  - settlement of trades through one of the world's largest Custodians
- **No trading fees**
- **One explicit annual fee, irrespective of number of trades or portfolio changes**
- Ability to hold individual equities alongside your portfolio on a self-managed basis

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# FURTHER INFORMATION

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## WHAT ARE THE COSTS?

Our discretionary service provides a competitive and cost efficient way of managing your money. The management costs are detailed within our Discretionary Client Agreement and will be fully explained to you before you invest.

One advantage of our service is that, as well as being more personal than many that are offered, there are no transaction or dealing charges for collective investment funds such as unit trusts and OEICs, which we mainly invest in.

Note that transaction charges do apply for deals in equities (direct shares).

## REGULATORY INFORMATION

This document has been prepared for information only and does not constitute a recommendation to invest; we will require detailed information from you before proposing any recommendation.

Investments can fall as well as rise in value, you may therefore not get back the full amount invested. Asset backed investments are intended as long term investments. Also, past performance is not a reliable indicator of future returns.

## DEALING & SECURITY OF ASSETS

We have entered into an agreement with Pershing Securities Ltd (PSL) through which all dealing, clearing, settlement, safe custody together with other relevant services are carried out. PSL is a member of the London Stock Exchange and is part of Bank of New York Mellon (BNY Mellon). BNY Mellon is the world's largest custodian and has a long history of expertise and experience in custody services.

## THE NEXT STEP

Our Chartered Financial Planning team can help you establish a clear plan and determine whether our Discretionary Fund Management service is right for you.

Before entering into any financial arrangement, we need to ascertain as much information as possible on your circumstances in order to ensure that our advice is appropriate for you.

This will involve an analysis of your current financial position in order to establish your objectives.



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“

OUR CHARTERED FINANCIAL  
PLANNING TEAM CAN HELP  
YOU ESTABLISH A CLEAR PLAN

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