

# Investment Partner

## Company Profile

**Williams de Broë Limited** is one of the longest established stockbroking firms in the City of London. Williams de Broë was founded in 1869 and combines the very best traditions of private client portfolio management with contemporary investment techniques, in a modern and friendly environment.

Today, Williams de Broë operates from branches in London, Birmingham, Bournemouth, Edinburgh, Exeter, Bath and Guildford and to ensure that we are able to focus our attention on the management of client portfolios, we delegate all settlement and administration functions to Pershing Limited, one of the UK's leading providers of back office stock exchange services.

## Why select Williams de Broë?

With a heritage dating back to 1869, Williams de Broë is one of the UK's leading firms of investment managers and has successfully established a business that has been built on the following core values:

- Personal Service - We have a personal service driven culture and our ethos is to maintain investment managers dedicated to our individual client's needs and who are trained to deliver a truly personal service
- Bespoke by Nature - We recognise that no two client situations are the same and our aim is to provide the most comprehensive service to all
- Sound Investment Process - We maintain a significant resource in our investment process and have a strong focus to achieve investment excellence through disciplined asset allocation and portfolio diversification
- True Independence - We select best of breed investments, which are appropriate to our clients, without the conflict of interest that can exist within other firms that also provide financial planning advice
- Professional Partnerships - We also develop close relationships with professional intermediary partners and where appropriate, deliver investment solutions to their clients

## Investment Process

All of our services benefit from input by our dedicated "in-house" Research Department which is equipped with the latest technology and analytical systems. It is responsible for setting out our overall investment strategy, although our investment managers are free to make specific investment decisions that best suit client needs.

Our analysts superimpose our "in-house" investment policy on a wide range of research received from a variety of global securities houses. We are not wedded to any particular investment philosophy or process, preferring a flexible strategy to match the ever changing macro and micro conditions.

## Individual Portfolios

This service is offered to clients who require an individually tailored investment portfolio and wish to delegate the day to day decision making. Our investment philosophy ensures that we work with our clients and their professional advisers to establish an agreed strategy to fulfil their specific investment objectives using a comprehensive range of asset classes. This approach provides a diverse spread of investment over a broad range of suitable asset classes within a carefully constructed framework in order to minimise risk.

## Multi Manager Portfolios

This service is an actively managed discretionary portfolio service investing purely in collective investment funds. The aim is to provide cost-effective portfolios of collective investments that closely reflect the investment management techniques usually reserved for only the wealthiest clients. Another important benefit of the multi-manager approach is the flexibility to include funds covering geographical areas, asset classes, and with different management styles and techniques. This use of complementary investment styles adds further diversification to an investment portfolio and helps reduce risk.

## Portfolio Management

Fundamental to the success of our relationships is the ability to tailor our services to suit each of our client's individual circumstances and requirements. We believe that the safety of our client's assets is as important as trying to maximise investment performance. As a result, we place great emphasis on careful stock selection and have developed a comprehensive range of services to meet the needs of today's investor and provide the best possible professional advice and personal service.

At all levels we consider it essential that we glean from and give our clients all the facts, both from an investment and just as importantly, from a taxation perspective. This enables us to offer solutions formulated to satisfy each individual's objectives. As part of our process, we encourage direct access to a Williams de Broë investment manager and regular meetings to ensure that we can respond to any changes in personal circumstances, as well as market movements.

For clients introduced by their professional adviser, it is vital that we develop close three-way working relationships that encourage regular communication and review meetings.

## Investment Approach

We will work closely with you and your professional adviser to ensure that your portfolio is established and run to fulfil your specific investment objectives.

Your investment manager will develop your portfolio to reflect your own attitude towards investment risk and meet your investment requirements. We will incorporate any restrictions and or preferences that you may have in creating a bespoke strategy that meets your needs.

Our investment managers are regularly briefed with well-informed recommendations, so vital in today's fast moving markets. We recognise that it is only by investing heavily in the latest information technology that we can provide a comprehensive service which carefully and continuously monitors client portfolios to reflect the latest market movements.

## Fund Charges and Investment Terms

Williams de Broë annual management charge	0.75% plus VAT
Dealing Charge	£35 plus 1.00% on the first £15,000 (0.75% on the balance)
Minimum fund per client	£100,000

Adviser remuneration will be paid out of your SIPP cash account by Sippcentre. In addition your adviser may receive initial and renewal commission from Williams de Broë. Your adviser will provide you with further details.

Sippcentre will not accept investment instructions, these must be arranged directly with Williams de Broë.

Your adviser is responsible for transferring cash between Sippcentre and Williams de Broë. Your adviser must transfer cash using Sippcentre's online cash movement facility.

## Contact Details

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Williams de Broë Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority.

## Regulatory

A J Bell includes A J Bell Holdings Limited and its wholly owned subsidiaries A J Bell Management Limited, A J Bell Limited and A J Bell Securities Limited.

A J Bell Management Limited is authorised and regulated by the Financial Services Authority. A J Bell Securities Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority.

Sippdeal, Sippdealxtra and Sippcentre are platforms provided by A J Bell Management Limited. A J Bell Platinum SIPP is provided by A J Bell Management Limited. A J Bell Platinum SSAS is provided by A J Bell Limited.

The companies listed in the adjacent table are all registered in England and Wales at Trafford House, Chester Road, Manchester M32 0RS.

Company	Company Number	VAT Number
A J Bell Holdings Limited	4503206	833 5478 13
A J Bell Management Limited	3948391	759 3531 03
A J Bell Limited	3091664	639 0316 44
A J Bell Securities Limited	2723420	918 4226 21