Investment partner

Company profile

James Brearley & Sons was established in Blackpool in 1919, dealing mainly with the shares of local companies. Many of them are just a memory, but James Brearley is still growing and providing an all-round service both to clients and the business community.

We have expanded our services and regional base over the years and currently have seven branch offices, with the head office remaining in Blackpool. In 1999 the investment management division was established to provide the group with fund and stock analysis, together with portfolio management services for the professional community.

The company is proud to have remained independent, thus enabling it to control its own destiny. Independence has allowed it to retain a very personal and professional approach to investment management and stockbroking.

Alan Pitt, Business Development Manager for the group says "At James Brearley & Sons we firmly believe that individuals should always seek independent financial advice before making any decisions regarding insurances, savings and investments. We recognise the benefits of forming good working relationships with Independent financial advisers and for many years now we have been helping IFAs to satisfy their clients' expectations by developing and offering a wide range of IFA friendly products and services focused on investment management."

Alan joined James Brearley & Sons in 1998 with over 20 years experience in the IFA community. His experience in the pensions field makes him the ideal person to act as a liaison between adviser, SIPP administrator and dedicated portfolio manager.

Why select James Brearley & Sons?

• Investment management division	Dedicated to provide portfolio management services for clients of independent dinancial advisers, accountants and solicitors.
• Balanced portfolio management	A portfolio management style that utilises a spread of lower, medium and higher risk investments to give a broad level of diversification.
• All investment sizes catered for	Our experience in the management of fund of fund portfolios enables us to effectively manage portfolios from as little as £25,000.
• Risk profiling	Our strong belief in a balanced approach to fund management allows a portfolio to be tailor-made to meet a client's exact needs.
• Dynamic investment strategy	For portfolios in excess of £200,000, a "tried and tested" dynamic strategy may be adopted utilising covered option trading.

- Illustrations — Personalised investment proposals are provided to introducers within 24 hours of receiving client investment details. This incorporates comprehensive fact sheets for all funds and equity recommendations.
- Experience — James Brearley & Sons have been successfully managing investments for SIPPs for many years. This experience is essential, particularly when clients start taking their pension through income withdrawal.
- Charges — In recognising the anticipated long-term nature of SIPP management arrangements, we have set our brokerage rates and fees at competitive levels.

Dynamic investment strategy

This strategy, if selected, may be suitable for clients with portfolios in excess of £200,000. Having chosen a balanced selection of collective investments for the lower and higher risk areas of the portfolio, we would concentrate the medium risk area of the portfolio into a range of leading UK blue chip stocks on which call options are written.

This relatively straightforward investment strategy leads to a higher level of “known return” over and above dividend income.

It should be pointed out that this strategy may lead to possible under performance in strongly rising markets, as typically only 6% to 12% of capital upside is captured over any six month period. The attractive trade-off, in our opinion, is that we anticipate annual call premium from this exercise of around 8% to 10%.

The premium income generated can be re-invested or is an ideal source of tax efficient provision of pension through income withdrawal.

Balanced portfolio management

Investment portfolios are constructed from a researched panel of collective investments.

Investments are risk categorised as follows:-

Lower Risk:- Corporate bond funds
International bond funds
Property funds
Structured products

Medium Risk:- UK blue-chip & Mid cap
European blue-chip
US blue-chip
Direct UK equities

Higher Risk:- UK smaller companies
International equity
Specialist

Each portfolio can be tailored to meet a client’s attitude to risk and to meet their objectives.

The table below gives examples of this

PORTFOLIO

INVESTMENTS	Cautious	Balanced	Aggressive
Lower Risk	60%	30%	20%
Medium Risk	30%	55%	55%
Higher Risk	10%	15%	25%

Research

The asset allocation committee sits on a quarterly basis to consider market conditions and establish the asset allocation models for the following quarter.

A separate collective investments committee sits once a month to consider each of the funds on the buy list and confirm their current status (buy, sell, hold, review etc.) Details of meetings held with fund managers over the past month are also discussed. These may include meetings with fund managers to review funds currently on the buy-list, together with meetings to obtain in-depth details of funds worth consideration and possible addition to the list.

There are seven members of the collective investment committee with over 100 years of collective experience in the financial industry.

Copies of the meeting minutes and associated buy-list are available upon request.

Fund Charges and Investment Terms

Annual fees	An annual management charge of 0.5% plus VAT per annum (calculated on the value of the fund and deducted half-yearly at the reporting date). Minimum charge £125.00 plus VAT.
Dealing commission	A flat 1% dealing fee for all purchases and sales, subject to a minimum of £25.00. (When buying unit trusts and OEICs, our purchasing power has enabled us to arrange substantial discounts from the investment houses we use. We typically enter a fund at no more than 0.5% over bid basis.)
Adviser remuneration	Adviser remuneration will be paid out of your SIPP cash account by Sippcentre. In addition your adviser may receive initial and renewal commission from James Brearley & Sons. Your adviser will provide you with further details. Sippcentre will not accept investment instructions, these must be arranged directly with James Brearley & Sons. Your adviser is responsible for transferring cash between Sippcentre and James Brearley & Sons. Your adviser must transfer cash using Sippcentre's online cash movement facility.

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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

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