

Lyndhurst Financial Management Limited

Wealth Management Service

Our Approach to Investing

Initial Consultation Meeting

The starting point is to understand fully your current personal and financial situation circumstances. We will take into account your values, objectives and goals, your relationships with your family, your work or business and your existing advisers. We also look at your tax position and your investments so that we can appraise how closely they are aligned to your financial planning objectives. We will ask you to complete a Risk Profile Questionnaire to give us an indication of the level of investment risk that is acceptable to you.

Information Gathering and Identifying Objectives

Subject to your written consent, we will then gather all of your financial information from a combination of the information you can provide and by writing directly to the investment providers where appropriate. We then set out in writing to you a summary of what we believe your goals, objectives and priorities are, as well as clarifying your attitude to risk. This is will be critical to investment portfolio construction. Your understanding of investment risk is paramount to us, as we know we are dealing with your financial future and it is essential that we help you to make an informed decision.

Implementation and Product Choice

Once the asset allocation is agreed, a proposal for the construction of your asset allocation model will be made to ensure that as far as possible the appropriate asset are held in the most efficient tax wrapper. Having thoroughly researched the market for competitive quotes, we then write to you recommending specific investments and tax wrappers, as well as an explanation of their relevance and suitability.

Asset Allocation

It is now generally accepted that strategic asset allocation is by far the most important determinant of portfolio performance. This is the process of allocating your capital across a range of different asset classes, such as cash, fixed interest, property and equities. This is not simply a question of diversification, although spreading risk amongst different asset classes is clearly important. The optimum split between these asset classes depends on your personal objective for the portfolio and on the level of risk that you are prepared to take over your chosen timescale. We use various techniques to show you the risk and reward relationship between different asset allocations and risk profiles, as well as highlighting the likely outcomes for your natural risk tolerance. We then compare these to the risk profile of your existing portfolio before a final asset allocation is chosen. Please see an example of our Risk Profile Questionnaire in the Client Information Pack.

Review and Rebalance

The final step is ongoing; namely, to review the portfolio on a regular basis and make alterations where required. Reviews should take place at least annually, but can be more frequent if required. The review process allows us to remind you of the decisions you have made, answer any queries or concerns you may have, rebalance the portfolio within agreed parameters and deal with any changes to your circumstances.

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Enhanced Fund Management Service

For some clients, a review of their assets on an annual basis is not sufficient. In this case we offer an enhanced fund management service which moves from a more passive approach to fund management to a more active fund management service.

As an enhanced performance strategy we are pleased to offer the prime fund management system. This utilises the various platforms and wrap accounts in which assets are held and enables us to manage client funds in more detail through a fund tracking system. All of the funds within the Lyndhurst pick list are identified and monitored on a regular basis. The fund prices are tracked against leading indicators of those particular funds and by monitoring these prices against the indicators, buy and sell signals are identified.

By utilising this process gains can be locked in and losses can be minimised. Backtracking of our funds against these indices indicated that fund performance can be substantially enhanced.

The more active monitoring of these funds reduces the potential for losses with clearly identified values of risk on each fund being determined on a monthly basis.

Customer Support

How do we support our wealth management service? The answer is long term investment in technology. Over the last decade we have invested in industry leading technology solutions which enable us to record, manage, retrieve and report data for all our wealth management clients. We have access to fund prices updated daily, automated policy valuations, portfolio modelling tools, pre-populated application forms, and customised reporting layouts for valuation purposes.

At Lyndhurst we recognise that clients have varying needs and objectives. In line with the FSA's Treating Customers Fairly initiative, we take great measures to ensure that all of our clients receive a consistent and satisfactory level of service, whatever their individual circumstances.

Our role is to “help our clients identify, achieve and maintain their designed lifestyle, without the fear of running out of money”

With that in mind we have developed a number of services designed to meet the specific needs of our clients.

Lyndhurst Dynamic

Lyndhurst Dynamic has been designed to assist our clients in the process of determining their individual financial goals and after considering their resources, risk profile and current lifestyle, to detail a balanced and realistic plan to meet those goals.

Specifically the service provides:

- Co-ordination of your total net worth to your current and future lifestyle
- Creation of a financial plan
- Development of a lifetime cash flow forecast
- Consolidation of all your financial assets on our wealth management system and the services of Lyndhurst Wealth

Lyndhurst Wealth

Lyndhurst Wealth has been designed to allow clients to simplify their financial affairs, consolidating their assets in one place in appropriate tax wrappers, whilst maintaining fund and investment choice.

Specifically the service provides:

- Dedicated financial adviser
- Online portfolio reporting
- Semi-annual Portfolio Valuations
- Annual face to face meeting
- Quarterly Company Newsletter
- Market leading funds and discounted commissions

Lyndhurst Advice

Lyndhurst Advice has been designed for clients who need access to quality financial advice on individual elements of our service, e.g. retirement planning, mortgages, protection and investments.