BROOKS MACDONALD

FOR PROFESSIONAL ADVISERS ONLY

Brooks Macdonald *Investment Solutions*

Realising Ambitions.
Securing Futures.
We are Brooks Macdonald.

What is Brooks Macdonald Investment Solutions?

Brooks Macdonald Investment Solutions (BMIS) is our in-house specialist consulting team who work with you to create a centralised investment proposition designed for your clients' and business needs.

In today's ever-evolving landscape, the demand for financial advice is only set to grow. Driven by a more uncertain market environment, the complexity of financial products and shifting demographics, this potential surge presents both opportunities and challenges for advice firms.

At the same time, firms are challenged with additional regulatory responsibilities following the introduction of Consumer Duty. This regulatory shift places greater emphasis on demonstrating how services deliver good outcomes (and value) for clients. As the complexity of managing portfolios intensifies, the resources, expertise and time required to meet these needs has also risen.

Designed by you, managed by us

Whatever challenges you are facing, BMIS can help. We partner with you to build a solution designed for your clients' and business needs, giving you more time to focus on the broader aspects of your clients' financial planning.

What's in it for you?

- A solution aligned to your business needs.
- Direct access to our investment expertise & broader business support.
- A wider range of offerings to provide consistent client outcomes.
- Reduction in your administrative & regulatory burden.
- Increased capacity to dedicate to your clients.

The Brooks Macdonald difference

For over 30 years, we have been a trusted partner for financial advisers, providing a comprehensive range of innovative investment solutions to help your clients achieve long-term success. Founded in 1991, we've grown to become one of the UK's leading investment management firms, entrusted with managing over £18 billion (as at 30 June 2024) in client assets. Our journey has been defined by an ongoing commitment to innovation, exceptional client service, and building strong partnerships with you, our financial adviser partners.

Our investment approach

Our industry-leading centralised investment process (CIP) powers our investment solutions for you to use with your clients. It creates a robust framework for our investment professionals to work together, sharing and challenging each other's views.

This process, which involves rigorous research, risk assessment, and continuous monitoring, is designed to generate the best ideas, deliver strong risk-adjusted returns for clients, and ensure a repeatable process with explainable results.

Our process brings together the expertise of Brooks Macdonald's asset allocation committee, investment committee and sector research specialists to deliver a cohesive, proven strategy.

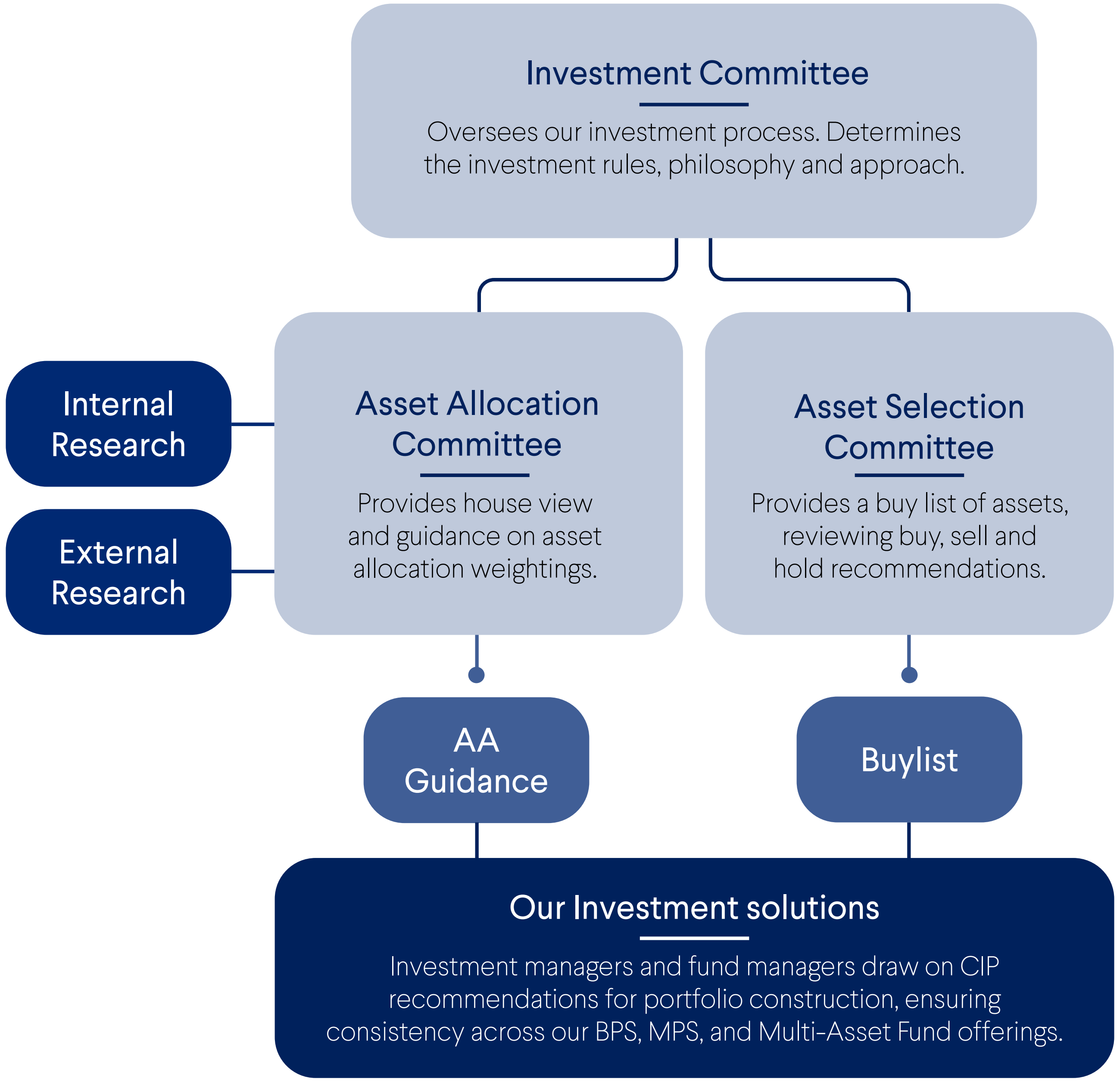
To meet the varying needs and risk appetites of clients, we construct solutions diversified across a range of geographic regions, sectors and asset classes, combining different investment solutions and vehicles into a single fund or portfolio.

By partnering with us, you can benefit from the full power of Brooks Macdonald's investment expertise, ensuring that your clients' investments are always in capable hands.

Our investment approach

Our CIP involves research, risk assessment, and continuous monitoring to produce a repeatable and observable process with explainable results.

Here is an outline of its key processes:



How it works

From the initial consultation and proposal, to the client transition and ongoing review, we are with you every step of the way.

1 Consultation

The first stage is to understand your current challenges, as well as your long-term goals, including discovering your:

- Current investment offering
- Approach to risk profiling
- Segmentation of clients across risk profiles
- Preferred route to market and platforms of choice
- Cost considerations
- Views towards management style
- Ongoing service requirements.

2 Proposal

Once we understand your key requirements, we strategise with our investment teams to create one or more potential solutions for you to consider. This will feature information such as:

- Asset allocation
- Security breakdown
- Cost details
- Example marketing support
- Compare and Contrast analysis of your existing solution

3 Portfolio launch

Once agreed upon, the portfolio will be launched on your chosen platform under your chosen brand if desired. At this stage, we will provide:

- Answers to any questions before asset transfer
- Introductory material to explain the transition and rationale to your clients.

4 Client transition

To manage the movement of assets and ensure a smooth transition for you and your clients, we will work with:

- You and your operations team
- Your chosen platform.

5 Ongoing review

BMIS does not take a ‘set it and forget it’ approach and ongoing client reviews are at the heart of what we do. That’s why we take a number of actions on an ongoing basis, on your behalf, including, but not limited to:

- Portfolio rebalancing under our discretionary permissions
- Proactive tactical changes in light of current market conditions
- Volatility monitoring, and fund & security analysis and due diligence
- Regular attendance at your Investment Committee meetings.

Why partner with us?

We understand that choosing an investment partner is no simple task. At Brooks Macdonald, we place you, your clients and your business at the centre to enable us to build a solution that delivers.

A strategic partnership approach
We work closely with you to fully understand your current challenges, as well as long-term goals, to build a solution designed for you.

Meeting your regulatory requirements
Partnering with us can alleviate some of your regulatory pressures.

The perfect investment mix
We design a range of investment solutions for you to present to your clients, from blended fund-of-funds to managed portfolio services or multi-asset strategies.

Delivering efficiencies
By managing the investment proposition, we can reduce your administrative burden, giving you more time to spend with your clients.

Expertise on demand
By partnering with us, you'll always have access to our investment expertise and broader business support – whenever you need it.

Importantly, you remain in control of your client relationships, while benefiting from the expertise, resources and scale of the Brooks Macdonald team.

Our team, your success

Our BMIS team works closely with you to formulate a proposition that delivers for your clients. Led by some of our most experienced investment professionals, our team specialise in B2B relationships and offers support and advice when you need it most.

To learn more about how BMIS can work for you, please get in touch by email or give us a call.

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https://www.brooksmacdonald.com/financial-advisers/services-funds/bm-investment-solutions

Important information

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