

# FIRST CLASS FINANCIAL ADVICE

## KELLANDS (NORTHERN IRELAND) LTD WEALTH MANAGEMENT SERVICE – TAKING INVESTMENTS TO A HIGHER LEVEL.

At Kellands (Northern Ireland) Ltd we have recognised the need for outsourcing and partnership in order to deliver a first class financial advice. At the heart of our business is the need to conduct a highly personalised approach to each and every one of our clients. Within this core approach we recognise our own limitations, to this extent when complicated tax and wealth strategies are required, we have the ability to provide solutions, which includes portfolio management.

Over the last 5 years we have chosen partners to help us create and maintain clients' affairs, as it is practically impossible for an Independent Financial Adviser to maintain the core competencies to all strands of financial and investment advice.

One particular area we have developed is that of portfolio management, this particular branch of investment advice is becoming more complex and requires significant personal and financial resources to ensure the welfare of the client. As our clients have become wealthier either by enterprise or inheritance we are entrusted with large sums to advise upon. Our key aim we offer these clients is to consider the most effective tax and financial structures to achieve their objective in the financial solution. As the financial providers strived to win market share they recognised their limitations to portfolio management and began introducing 3rd party funds to help in marketing their own products. This was welcomed by advisers however whilst the benefits were obvious with more choice, the drawbacks started to appear, more time as an adviser investigating the investment markets and the underlying funds and less time concentrating on providing financial advice, supervision, compliance and administration. We recognised our practice needed to delegate or outsource the portfolio

management for our wealthy clients. Some 5 years ago we undertook a broad approach using specialist portfolio management groups that we either had "beauty paraded" or whom were introduced to us via our own professional connections in the UK. The ability to have a professional dedicated portfolio manager working in conjunction with us was a step forward. The early evidence suggested the benefits were clear for us and for the client to see. From a client's perspective their portfolio was to have a bespoke and managed approach through a portfolio manager. The terms of engagement or discretion were agreed at outset and the portfolio manager ran the day to day management and administration. We recognise not all of our clients needs can be best served by a portfolio manager, and as such we identified that 3rd party portfolio management is more beneficial with portfolios in excess of £100,000 due to slightly higher charges incurred for using this service.

What are these portfolio managers? In essence they evolved from stockbroking firms and more often than not are owned by a large bank. Our internal policy was to engage a leading portfolio management group whom we could call upon to prepare a report, outline their recommendation to the client and manage the whole process in conjunction with Kellands (Northern Ireland) Ltd. Today we have a partner who provides all of this, along with an infrastructure that will support our staff and clients alike. The initial consultation is available at no cost, and has proved very beneficial to new and existing clients. One of the discerning features to portfolio management is that the performance can be accessed on a regular basis, with this in mind we can be confident of the quality of service provided. It is comforting that our portfolio manager assesses risk continually on behalf of each clients portfolio thus to

ensure that the underlying portfolio is not stressed significantly by a reaction in capital markets.

Having the support and infrastructure of a global investment house is attractive for us at Kellands (Northern Ireland) Ltd as it enhances all aspects to our business. The enhancements include the ability to view clients portfolios over the internet, independent research on the vast array of investments that are quoted around the globe, a dedicated and importantly qualified and regulated team to support our clients and our business and lastly but most importantly a strong and personal relationship with clients and us alike.

You should be aware that investments linked to the stock market - are regarded as medium to long term holdings. No matter how good past performance looks, future returns cannot be guaranteed. Market conditions can cause values to fall as well as rise from time to time. It follows, therefore, that values may also fluctuate in line with the markets to which they are linked.

In conclusion we recognise to compete in this world we need assistance and a joined up professional band of advisers to address our clients needs and welfare. We continue to develop our business in conjunction with a supportive portfolio management group, with the primary objective of ensuring our clients receive a 1st class service and proposition with us keeping a keen and watchful brief over the outcome.

**Kellands (Northern Ireland) Ltd is authorised and regulated by the Financial Services Authority.**

**If you would like to contact us regarding the above or any of our other services, please contact us on the following number.**



[www.kellandsnigroup.co.uk](http://www.kellandsnigroup.co.uk)

To arrange an appointment please call 028 9029 3131