

# THE BENEFITS OF OUR MPS

- **Wide Investment Choice:**

- Risk rated portfolios: **Defensive, Cautious, Balanced, Growth, Adventurous.**
- Available with different implementation: **Core, Passive, ESG, Income.**

- **Discretionary Management:**

- A flexible strategy that is constantly monitored, allowing fast and active investment changes.
  - This management style allows us to execute trades within days when needed e.g. exiting Woodford, Invesco Perpetual.
- The ability to de-risk or add-risk to portfolios immediately, enabling us to capture opportunities as they appear.

- **Established Long Term Return Guidelines:**

- Helping clients relate to their investments and manage expectations.

- **A Strong and Robust Investment Policy Committee (IPC):**

- Our IPC comprises of internal and external members providing a variety of views and investment ideas.

- **Economies of Scale:**

- Our size and position in the market place allows our clients to benefit from:
  - Substantially discounted fees with our Platform partners.
  - Institutional rates on funds held within our portfolios.

- **Industry Leading Risk Monitoring:**

- Our portfolios are monitored and profiled by Dynamic Planner – an independent investment risk monitoring company.

# OUR INVESTMENT COMMITTEE



The Kingswood Investment Committees comprise of over 16 experienced and diverse members, collaborating together to provide our clients with rounded and robust investment solution. Our Investment Policy Committee meet on a quarterly basis, however this is much more frequent throughout times of heightened market volatility.



**RICHARD JEFFREY**  
(Investment Committee Chair)

Richard joined Kingswood in early 2019 as Chair of our Investment Policy Committee. Richard is a professional economist who started his career at Hoare Govett after his masters in quantitative economics at Bristol University. More recently, Richard was Chief Investment Officer and then Chief Economist at Cazenove Capital. Prior to this, he was Chief Operating Officer at Ingenious Securities and Head of Research and Chief Economist at Bridgewell Securities. He also was an Economic adviser to No. 10 Downing Street during the 1990's.



**RUPERT THOMPSON**  
(Chief Investment Officer)

Rupert heads the Investment Strategy team which leads the asset allocation and fund selection process. Rupert has a MA from Oxford University and has worked in the City for over 30 years as an economist, equity strategist and head of research at a variety of institutions including PAM Global Investments, Henderson Global Investors and UBS. He is often quoted in the media as well as frequent television appearances as a market commentator.



**PAUL SURGUY**  
(Head of Investment Management)

Paul has 20 years of private client experience since joining the sector after obtaining a BSC in computer Science from University of Bristol. Early in his career he managed a varied range of private client and institutional portfolios. Latterly he was head of research for an international investment business responsible for £1.5 billion of assets. He has regularly been quoted in the Financial Press and was recognised as one of Citywire's Top 100 on several occasions. Before joining Kingswood Paul was a UK Director at Kleinwort Hambros.

We're proud to have access to such varied knowledge and experience in all of our committee members, which includes **Rob Mitchell**. Rob is an experienced Wealth Planner and a Fellow with the PFS. He joined the Kingswood team from WFI and has direct input into the positioning of the Kingswood investment portfolios, providing valuable views and continuity in investment style for clients.

# STRATEGIES & IMPLEMENTATION STYLES



ADVENTUROUS		CORE				LONG TERM RETURN GUIDELINE 6.0%
GROWTH		CORE	PASSIVE	ESG	INCOME	LONG TERM RETURN GUIDELINE 5.0%
BALANCED		CORE	PASSIVE	ESG		LONG TERM RETURN GUIDELINE 4.0%
CAUTIOUS		CORE	PASSIVE			LONG TERM RETURN GUIDELINE 3.0%
DEFENSIVE		CORE				LONG TERM RETURN GUIDELINE 2.0%

# ADVISORY VS. DISCRETIONARY MANAGEMENT



Our investments are managed on a Discretionary basis allowing clients to delegate the management of their portfolio to us. This enables faster execution of investment changes and provides us with the ability to ensure portfolios are continuously invested optimally and in line with agreed risk profiles, whilst also being managed on a more cost effective basis.

POINTS OF DIFFERENCE	DISCRETIONARY	ADVISORY
FRAMEWORK	The ability to buy and sell investments directly based on the client's risk profile.	Investments are only bought and sold following approval from the client.
RESPONSIBILITY	Kingswood	Client
COST	Cost effective	Less cost effective
TRADE EXECUTION TIME	Days	Weeks – months
CLIENT INVOLVEMENT	Client determines	Formal and regular
CLIENT TIME SAVING	Significant	Minimal
DEALING PAPERWORK	None	Pre and post paperwork required
RISK PROFILE	Optimal alignment	Can experience portfolio drift