



Welcome

Adviser introduction

Standard Life
Wealth

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Welcome to Standard Life Wealth

Standard Life Wealth creates and manages investment portfolios for high net worth individuals across the UK. Our primary concern is to help clients to meet their individual financial goals and therefore the life goals to which they aspire for themselves and their families.

Our approach is to work in partnership with Independent Financial Advisers (IFAs), tailoring our services to meet your client's needs. Our job is to aim to maximise the certainty of each client goal being achieved; our strong track record means that clients who have trusted us with their investment, despite challenging markets, are well placed to make their goals a reality.

The value of investments can go down as well as up. It is therefore important that you understand the risks and commitments.

Our heritage

Our investment management service is built on the knowledge and experience of the Standard Life group, which has been investing wisely in fund pensions and life assurance policies for over 180 years.

Standard Life has been at the forefront of liability driven investments which is the collective term given to a range of techniques designed to aim to maximise the certainty of delivering the required return at a specific time. Standard Life Wealth uses the same investment technique to help your clients to plan their future income to secure their personal goals.

We are relentless in our search for the best investment; passionate about meeting clients' goals

We actively manage clients' money and adjust each portfolio to respond to changing market conditions



A service tailored to your client's needs

Everybody has goals in life and often they are things that will need funding in the future: school fees, a holiday home or a pension. These goals will have different timescales and different levels of importance; so when it comes to investments, clients will tolerate different levels of risk for each goal.

For example, your client may not want to take chances with his or her pension, but may be willing to be a little more adventurous with the money earmarked for a second home. Standard Life Wealth will set up a series of investment portfolios to support each life goal, with a clear focus on delivering to the appropriate timescale and risk profile.

While we draw on Standard Life group's knowledge and experience, we are not limited in our choice of investments. Our team of analysts monitors and selects investments from across the whole of the market. Furthermore, because we are actively managing the money, our Client Portfolio Managers will adjust each portfolio to respond to changing market conditions and changing client needs.

To help us to deliver for your clients, we have a unique capability called the Strategic Investment Allocation Fund. Used as part of a diverse portfolio, the fund is designed to mitigate some of the risks associated with financial investments. It aims to minimise the impact of market falls providing more reliable investment performance and aiming to increase the certainty of delivering the client's individual investment goals.

We have a unique capability, called the Strategic Investment Allocation Fund

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Accountability

At Standard Life Wealth, we have years of experience as well as access to sophisticated investment strategies. Together, these give us the confidence to be held accountable for meeting clients' financial goals. Our performance is always benchmarked against those goals. We will not chase the market and we will not hide behind it.

If you would like to see how our core portfolio has performed against the UK equity market and The Association of Private Client Investment Managers and Stockbrokers (APCIMS) you can access this information on the Standard Life Wealth Performance sheet.

Discretionary investment management support for IFAs

As an Independent Financial Adviser, the challenge of finding the most suitable investment solution for your clients is a familiar one.

However, with an ever growing range of investment options, increasingly volatile markets and a challenging regulatory environment, this task is getting harder and harder.

Added to this, wealthier clients often have complex financial arrangements which require more tailored investment solutions.

Standard Life Wealth can help. We specialise in delivering tailored investment solutions using sophisticated strategies to meet the requirements of demanding and important clients. As we are committed to working with IFAs, you can be sure that we will always respect the relationship you have with your clients.

Standard Life Wealth

Using Standard Life Wealth brings a number of benefits which we believe can enhance your relationship with your clients as well as the quality of the investment service which you offer to them.

In terms of relationships, outsourcing investment decisions to Standard Life Wealth will not mean that you are distanced from your client. In meetings you will sit on the same side of the table as your client. This way, your client gets much needed support when trying to translate quite personal life objectives into a clear and measurable set of investment objectives. This support and direction will mean that your clients get the most out of having access to their own professional investment manager from Standard Life Wealth. We believe that this partnership is an appealing proposition for the client.

Clients like having contact with their investment manager and gain comfort from the knowledge that their Portfolio Manager is constantly ensuring that their portfolio will meet their requirements, regardless of prevailing economic conditions. They also value the security provided by their IFA as a professional partner, skilled enough to hold their discretionary manager to account. In this way, you and your client stay in control.

The other benefit of using Standard Life Wealth is our ability to tailor individual investment portfolios, with a clear focus on meeting the client's personal and financial goals. The ability to do this cannot be underestimated: slightly outperforming a free falling UK Equity market will not satisfy many clients.

Investment solutions tend to 'hug' their benchmarks and few managers have the skill to be able to make returns regardless of market conditions. It is Standard Life Wealth's willingness to be measured on producing an absolute return over cash over a short three year period that sets us apart.

Furthermore, Standard Life Wealth offers an investment service not an investment product. Unlike a simple fund purchase or a static model approach, the client portfolio will change as your client's requirements change or simply because time has passed and the client wishes to lock in returns.

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Some investment science

Standard Life Wealth will exploit two key freedoms which are unique to discretionary managers:

- ▶ We will be active in ensuring that your client's portfolio responds to changing market conditions. As we do not have to seek the client's permission each time we deal we can react rapidly on his or her behalf.
- ▶ We will access sophisticated investments which are restricted to professional investors. Client portfolios which are restricted to the retail investment products open for direct client investment to inevitably miss out on opportunities to add or to protect value in different market conditions.

These freedoms are what allow us to deliver consistent absolute returns over cash in the short term.

Investment risk management

Delivering consistent and absolute returns requires a very diverse portfolio and a deep understanding of risk. The risk of each investment must be understood, not just in its own right, but in the way it impacts on the overall portfolio. By combining investments which are not connected in any way, we can create a portfolio which is more robust and which is insulated from market downturns.

Further assurance is provided by wrapping the most sophisticated investments into a standard UK regulated Unit Trust with full daily liquidity. We call this our Strategic Investment Allocation Fund. This is used alongside our whole of market direct instruments that make up the rest of your clients' portfolio. This sophisticated approach to risk management has been developed using the institutional investment expertise of Standard Life Investments, part of the Standard Life group.

Openness and accessibility

At Standard Life Wealth we recognise the importance of providing a personal service. Our client portfolio managers cover the whole of the UK and are happy to attend meetings with you and your clients whenever and wherever is convenient.

We understand that you will want to know how things are progressing with your client's portfolio so we provide regular reporting and access to online performance information. Transparency is important to Standard Life Wealth so we aim to be as open and transparent as possible. You will also find that our fee structure is equally transparent, is easy to understand and promises 'no surprises'.





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A strategic partnership

We respect the valuable relationship you have with your clients and never offer financial advice. For us, this is a business partnership.

If you choose to work with Standard Life Wealth, you will get to know our investment specialists and we will always strive to deliver our investment service in a way that works best for you and your clients. We will happily help you with any investment queries or research, leaving you free to carry out the business of providing financial advice. We are confident that we can deliver consistent absolute returns. This may help to smooth your earnings; it will certainly smooth the relationship with your clients by avoiding sharp falls in their portfolios. By combining the strength of the IFA client relationship with the investment expertise of Standard Life Wealth, we believe we'll create a winning partnership and winning investment portfolios for our mutual clients.

Investment research

Investment research is a very onerous task. Valuable time gets eaten up researching the markets, managers, strategies and individual investment vehicles; time that would be better spent dealing with clients. Standard Life Wealth draws on the considerable resources of Standard Life Investments and carries out its own proprietary analysis of the whole fund market. Our research capabilities stretch around the globe and cover a wide range of investments. Added to this we are experts in risk and have the skills needed to use sophisticated investments within client portfolios.

We will happily help you with any investment queries or research

leaving you free to carry out the business of providing financial advice

Regulatory responsibility

Using an investment manager such as Standard Life Wealth also shares some of the regulatory requirements that comes with providing investment services to clients.

The regulatory requirements bring regulatory risk. That's why IFAs are increasingly using their research skills to identify the best discretionary managers, rather than the individual investments. In this way the discretionary investment manager picks up the accountability for selecting investments from across the market as well as the responsibility for maintaining records of the analysis. This approach can be particularly helpful when dealing with wealthy clients with highly complex requirements.

You can choose how to work with Standard Life Wealth and how much of the process you would like us to take on.

If you allow us to carry out the client risk assessment then the risks to you associated with determining the suitability and appropriateness of our investment solution will sit with us. We do not, however, take your support for granted. We know that you will want to conduct a thorough Due Diligence exercise so that you can be confident that Standard Life Wealth is the right choice for your clients.

Standard Life Wealth has taken a lead in championing appropriate Due Diligence on discretionary investment managers and we are more than happy to provide in depth information on every aspect of our service and our business.

A partner to IFAs

Standard Life Wealth is dedicated to working with Independent Financial Advisers and we believe we can bring a wealth of knowledge and expertise to that partnership to benefit your clients. We know that you have a long and rich relationship with your clients and a thorough understanding of your clients' wider financial planning as well as their investment goals. We believe that we can add value to that relationship by offering:

- ▶ **A trusted brand; a name associated with credibility and reliability**
- ▶ **Access to investment management with a strong and consistent financial performance, aiming to offer greater certainty for clients**
- ▶ **A robust fund selection process, covering the whole of the market**
- ▶ **Active fund management that is flexible and responsive to market conditions and client needs**
- ▶ **Access to more sophisticated investment vehicles and the ability to manage clients' funds within different tax wrappers**
- ▶ **Online client valuations for IFAs**
- ▶ **Access to portfolio managers for review meetings at the convenience of the IFA and the client**
- ▶ **An easy sales process and a transparent fee structure**

A unique offering

With our proud heritage, access to sophisticated investment strategies, focus on individual client goals and track record of delivery, we believe that we have a unique offering in the world of investment management.

If you are an Independent Financial Adviser wanting to enhance the investment service which you offer your clients, Standard Life Wealth can work with you to create a tailored investment portfolio designed to deliver those individual client goals.

Find out more

If you would like more information on Standard Life Wealth you can:

Call us on

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standard_life_wealth@standardlife.com

Visit our website

www.standardlifewealth.com

Standard Life Wealth Limited (SC317950), Discretionary Investment Manager, registered in Scotland at 1 George Street, Edinburgh EH2 2LL, and Standard Life Savings Limited (SC180203), ISA Plan Manager, registered in Scotland at Standard Life House, 30 Lothian Road, Edinburgh EH1 2DH, are both authorised and regulated by the Financial Services Authority.

Call 0845 279 8880 for Standard Life Wealth and 0845 279 2002 for Standard Life Savings. Calls may be recorded/monitored and call charges may vary. www.standardlifewealth.com

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