

RAYMOND JAMES

Ropemaker Place





At Raymond James our business is you
and your financial well-being

About Us

By providing a truly bespoke service, we clearly align our interests with those of our clients.

Through our long-standing experience in managing client assets, we understand the care and attention that is required in constructing investment portfolios that meet the long-term objectives as agreed at the outset of each client relationship.

Utilising award-winning research, we take full responsibility for all of our investment decisions within every client portfolio. We know that no two clients are the same, so with meticulous analysis of each portfolio within our care, we can ensure that what has been agreed with each client continues to be delivered throughout the relationship.

'One size fits all' is not a phrase we will ever use in managing investments. A bespoke approach is essential with increasingly complicated markets which are rapidly evolving as economic, political and cultural landscapes become interconnected.

Our tried and tested superior back office administration, coupled with cutting edge IT infrastructure, facilitate continuous communication enabling clients to feel fully engaged with their investment portfolios.

Our Commitment

We are committed to helping you achieve your unique goals, while also developing and supporting successful professionals, and helping our communities prosper.

Our culture is the foundation of our success; it's what differentiates us from the competition and how we provide solutions and services to you and to each other.

Our vision is to be a financial services firm as unique as the people we serve, transforming lives, businesses

and communities through the power of personal relationships and professional advice.

Our values are more than the characteristics that define Raymond James; they are our pledge and promise to clients, wealth managers and to each other.



We put **clients first**

If we do what's right for our clients, the firm will do well and we'll all benefit.



We act with **integrity**

We put others above self, and what's right above what's easy. We believe doing well and doing good aren't mutually exclusive.



We think **long term**

We act responsibly, taking a conservative approach that translates into a strong, stable firm for clients, wealth managers and associates.



We value **independence**

We respect autonomy, celebrate individuality and welcome diverse perspectives, while encouraging collaboration and innovation.

Raymond James seeks to be the first choice for investors through our commitment to providing superior service, transparent pricing and comprehensive choice

Our Offering

Raymond James' unique culture of independence provides your wealth manager the freedom to create a long-term plan based solely on your financial well-being.

Discretionary Investment Management

Discretionary Investment Management forms the core of our investment offering. It is the investment service increasingly chosen by clients who wish to devolve the management of their investments to a qualified and highly experienced investment professional.

We manage investment portfolios for private individuals, trusts, charities and pensions funds including SIPPs and SSASs.

Court of Protection and Clinical Negligence

We have over 20 years' experience in the advice and management of funds on behalf of clients who are in receipt of Clinical Negligence Awards or where their affairs are managed through a Court of Protection Deputy.

We understand the importance of working closely with other professional advisors and the client's immediate family to ensure the investments and structures meet their individual needs.

Financial Planning

We offer comprehensive Financial and Wealth Planning solutions through Raymond James Financial Planning Services incorporating:

- Pensions and Retirement Planning and Advice
- Estate and Inheritance Tax Planning
- Lifetime Cashflow Modelling
- Family Protection

Our Approach

By truly understanding your needs we are able to form the basis of how we structure our investment portfolios, ensuring you remain fully engaged with our approach at all times.

With decades of investment and client experience behind us, we know the importance of really getting to know what the investment needs are of each individual or family group. Only by both listening and understanding the needs and the levels of risk a client is prepared to take with their capital can we start to prepare the investment plan which will be completely tailor-made to meet those requirements.

Exploring and considering the various aspects of risk is of vital importance in constructing investment solutions for clients. Individuals have different levels of risk tolerance and equally importantly we need to understand clients' 'capacity for loss' - in other words the loss of value within an investment portfolio a client is able to accommodate without it resulting in a material decline in their standard of living. By using the Finametrica system of risk scoring, we can go a long way in determining what risk levels each individual client can tolerate.

The first step is to establish our client's investment needs so we can correctly structure the individual investment strategy. Our clients ultimately determine their own objectives, but as part of our detailed fact-finding discussions, we can construct a clearly defined plan to meet those objectives. In a rapidly changing world, clients' circumstances are also likely to change so regular reviews and meetings form a key part of our investment service.



Your Raymond James wealth manager's knowledge and experience are complemented by full compliance and regulatory supervision, a breadth of institutional research, comprehensive reporting and efficient administration of your account – all of this underpinned by a financially sound institution.

Our Investment Universe

With award-winning research, Raymond James have access to numerous internal and external sources of information covering all of the major markets and asset classes. Our investment universe covers the following assets.

Equities

Equities are the ownership of shares in companies listed on registered stock exchanges across the globe. Returns come from either income via dividends or from the increase in the value of each share. Shares form part of the capital base of a company and come with a higher risk but also higher potential rewards.



Alternative Assets

This area covers a number of different asset classes which may have a lower correlation to stockmarket movements. Investments such as property, private equity, absolute return funds and commodities are likely to be contained within this section of an investment portfolio and provide investors with further diversification for their investments.



Fixed Interest and Bonds

Bonds are an investment in either the debt of a business or a Country. Bonds usually have a set term and the return is from the interest payments or coupons paid to the bond-holder. Bonds can be traded on the secondary market and are regarded as a lower risk investment than shares. Prices are influenced by factors such as interest rates, inflation and the credit quality of the issuer.



Collective Investments

This is a way in which investors can pool resources, typically through the form of an Investment Trust or Open Ended Investment Company (OEIC), in order to obtain exposure to different asset classes, markets or investment themes. This allows investors to diversify their portfolios across a wider range of investments than they may be able to achieve on an individual basis.



Cash

Cash is at the lower end of the risk spectrum and when placed on deposit or in a money market account provides liquidity to a portfolio. Returns will depend upon prevailing interest rates.



Our Investment Proposition

Our investment strategies are designed to reflect the objectives and risk profile of different investors. Ranging from Low to High Risk our five investment strategies are summarised in the table below and form the base of the individual portfolios.

Potential Investment Strategy Options

		Risk Profile 1	Risk Profile 2	Risk Profile 3	Risk Profile 4	Risk Profile 5					
Objective		Portfolio Total Returns > Cash (Deposits)	Biased to income, with some Capital Growth	Balanced between Income and Capital Returns	Predominantly capital growth with some income	Capital Growth the Primary Objective					
Risk Profile		Low Risk	Low-Medium risk	Medium Risk	Medium-High Risk	High Risk					
Indication of the Asset Allocation	E	Min	10%	Min	20%	Min	35%	Min	45%	Min	70%
		Max	45%	Max	50%	Max	65%	Max	85%	Max	100%
	FI	Min	30%	Min	25%	Min	20%	Min	10%	Min	0%
		Max	65%	Max	50%	Max	40%	Max	20%	Max	5%
	A	Min	0%	Min	10%	Min	0%	Min	0%	Min	0%
		Max	35%	Max	35%	Max	30%	Max	30%	Max	25%
	C	Min	0%	Min	0%	Min	0%	Min	0%	Min	0%
		Max	25%	Max	20%	Max	20%	Max	15%	Max	15%
Minimum Time Horizon		Short Term > three years	Short Term > three years	Medium Term > five Years	Medium Term > five Years	Long Term > seven Years					

Increasing risk to capital and income/increased capital growth opportunities



- E** = Equities
- FI** = Fixed Interest
- A** = Alternative Assets
- C** = Cash

Risk Profile 1 – Low Risk

The portfolio will be biased to income-generating assets with limited scope for capital growth but with some potential for higher returns (with greater risk) than cash deposits. Small fluctuations are expected in the short term, but capital values are unlikely to fall substantially longer term.

The time horizon for the Low Risk portfolio is a minimum of three years.

Risk Profile 2 – Low to Medium Risk

Returns will be largely generated from income, with some potential for capital growth given the greater likelihood of increased equity exposure than within the Low Risk mandate. The risk to capital over the investment period is below medium and draws similarities to the Low Risk profile.

The time horizon for the Low to Medium Risk portfolio is a minimum of three years.

Risk Profile 3 – Medium Risk

A Medium Risk portfolio aims for returns drawn from a combination of income and capital growth. Capital is in the Medium Risk category and has enhanced opportunity for above inflation returns over the investment time horizon. In some cases, the investments will display larger or more frequent fluctuations in capital value in comparison to a Low-Medium Risk portfolio.

The time horizon for a Medium Risk portfolio is a minimum of five years.

Risk Profile 4 – Medium- High Risk

Returns from a Medium-High Risk portfolio are primarily sought from capital growth. While capital is ranked as above Medium Risk, it has the potential for above average capital growth over the investment period when historically compared to a Medium Risk portfolio. There is, however, a possibility that a significant proportion of the portfolio could be subject to a substantial decline in capital value.

The time horizon for a Medium-High Risk portfolio is a minimum of five years.

Risk Profile 5 – High Risk

The High Risk portfolio aims to achieve capital growth over the investment period and seeks high rates of return. As such there is a corresponding higher risk for capital when compared with all other profiles in addition to larger and more frequent fluctuations in value throughout the holding period. There is a possibility the portfolio may be subject to a substantial decline in capital value.

The time horizon for a High Risk portfolio is a minimum of seven years.

Bespoke Strategies

We understand your priorities may not match any of the 5 investment strategies so we are able to accommodate this via a bespoke investment strategy. In this case, we will document a specific Investment Policy Statement (IPS) which outlines risk appetite, time horizon and asset allocation to ensure the portfolio can be managed in line with your expectations. The IPS can also highlight portfolio constraints such as capital gains tax preferences or ethical concerns.

How we can help you

With a long history of financial services experience we have identified many scenarios where Raymond James can help clients reach their objectives.

Lump Sum Investing

If you have a large amount of capital perhaps from an inheritance or property sale, for example, we can manage your capital in line with your risk profile and investment objectives. Where applicable we will use structures such as ISAs and Offshore Investment Bonds as well as your personal allowances such as the capital gains tax allowance to create as tax efficient environment as possible for your investments.



Trusts and Charities

We understand the unique structure of Trusts and Charities and work closely with Trustees and other professional advisors to achieve the aims and objectives of both entities. We are always happy to meet with all of the Trustees for either an annual review or more frequently if required to review the underlying investments and ensure they are correctly structured to meet the legal and tax obligations of the Trustees and for the needs of the underlying beneficiaries.



Pensions and Retirement Planning

You may be starting out in the complex world of pensions and require some specialist advice on the most appropriate wrapper and investment strategy for your funds or you might be in retirement and require help in constructing your assets to meet your income needs. Either way we can help with any number of different pension planning scenarios with our Financial Planning team.



Investing for Income

With interest rates at historic lows and bank and building society deposits yielding negligible returns, we can help you to find a regular and sustainable source of income from your capital.



Whether your objective is to plan for retirement or invest for income, our experienced investment professionals are able to guide you through the options with clear and unbiased advice.

Investment Consolidation

If you have investments, pensions or life policies with different providers we can help you to review and consolidate those under one roof so you have easy access to your investments and a single, direct point of contact for the future.



Estate Planning

Via our financial planning team and other professional firms we can help you plan for the future or indeed review your existing plans and investment structures to ensure they remain valid.



Business Sales

We can help you invest funds that have been received from a business sale and assist with the implementation of structures that may help you reduce your future tax liabilities.



Court of Protection and Personal Injury

With over 20 years of experience in dealing with Court of Protection, Clinical Negligence and Personal Injury clients we will work closely with Deputies, Trustees and clients together with their families to invest their capital in a bespoke manner to meet their long term needs.

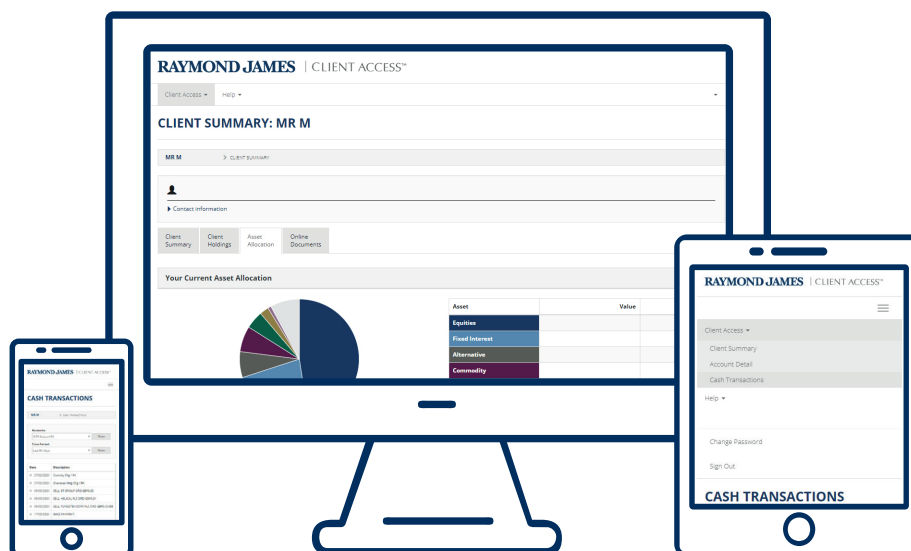


Client Access

Raymond James' secure online portal gives you a convenient way to access all your Raymond James accounts, placing your investment information at your fingertips.

With an easy-to-use format, you are able to view your portfolio, including your holdings and the last two years' of transaction history.

Client Access provides you with the most up-to-date information on your Raymond James accounts – 24 hours a day, 7 days a week – via any computer, smart phone or tablet.



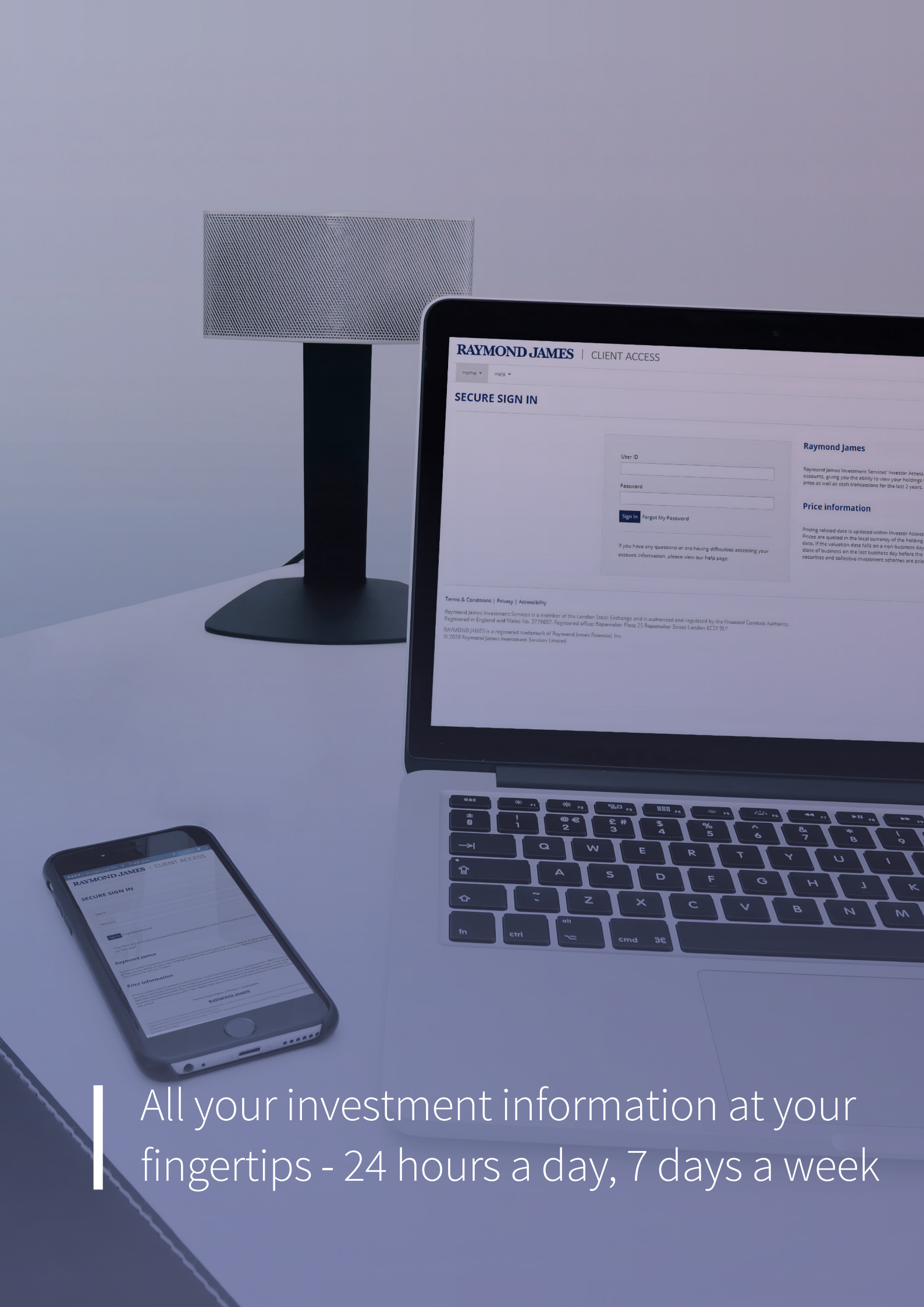
Your Protection

Pershing

We have an arrangement with Pershing Securities Limited to act as custodian for your investments. Pershing is part of the Bank of New York Mellon Corporation, a global investments company with a presence in six continents, 35 countries, and over 100 markets.

Protecting your assets

Safeguarding your assets ranks among our highest priorities. In addition to choosing a financially sound and stable custodian, your cash and investments may also benefit from the UK's Financial Services Compensation Scheme. Your wealth manager will be happy to provide further details.



All your investment information at your fingertips - 24 hours a day, 7 days a week

Contact us

We would be delighted to hear from you to discuss our range of services. Please get in touch to see how we can work together to achieve your financial goals.



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RISK WARNING: With investment, your capital is at risk

Nothing contained on this brochure constitutes investment, legal, tax or other advice and is not to be relied upon in making an investment or other decision.

The information on this brochure is believed to be correct at time of publish, but Raymond James cannot guarantee the accuracy, timeliness or completeness of any such information.

Neither Raymond James nor any connected company accepts responsibility for any direct or indirect or consequential loss suffered by you or any other person as a result of your acting, or deciding not to act, in reliance upon any information contained in this brochure.

Whatever your objectives, our experienced investment professionals are able to guide you through the investment options with clear and unbiased advice.



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