

– B R O C H U R E

Growth services

Driving sustainable growth

Our growth services

Fairstone is committed to investing in your growth journey, creating the platform for you to go beyond your existing expectations and reach new horizons.





Growth services



Organic growth funding

Access up to **£500,000** of funding per year to grow your business.

At Fairstone, we work hard to ensure our proposition gives firms the framework they need to significantly grow their business, without compromising on client service or choice.

We understand that additional resource is often needed to support growth and so we offer:

- Funding in the form of low cost loans
- Access to up to £500k each year
- Flexible terms that make the funding non-repayable until the point of acquisition

Funds can be used to:

- Acquire client banks
- Recruit new advisers to service a growing client base
- Create joint ventures with professional services firms to widen the size of the opportunity

All funding is subject to a simple application process and all requests are assessed on a case by case basis.

Acquisition capital

Fairstone offers up to £5m in initial growth capital to firms that we have already acquired to enable them to purchase smaller local firms themselves. We then share in the ongoing value this creates as part of our long-term partnership.



Corporate Director

Access to acquisition capital is only available to those with an appetite for continued growth and a commitment to Fairstone's Corporate Director role.

The role includes:

- The scope to identify acquisition prospects
- The opportunity to support and mentor incoming business principals
- Access to acquisition capital
- Support from Fairstone HQ in the form of financial modelling, due diligence processes and legal documents to assist in the acquisition process.



Acquisition capital

Case study



Marcus Harris Corporate Director, Bath

We first looked at joining Fairstone as we saw it as a great opportunity to be part of a well-known, professional firm with a national presence.

Fairstone has a reputation for being forward-thinking and client focussed, and I was impressed by the state-of-the-art technology, the extensive support they provide and above all the firm's commitment to remaining independent.

I felt these were standout parts of the business' proposition and we joined the Downstream Buy Out model in December 2017 and were fully acquired in 2020.

Seamless

At the point of acquisition, we were already working at 100% operating speed, so the transition was seamless and a lot less disruptive than I was expecting. I was amazed at the ease with which we quickly became part of Fairstone and adopted the Fairstone way of operating.

From day one we received a lot of support which meant a lot less administrative work for us, leaving more time to spend with clients.



Grown significantly

Since joining Fairstone, our turnover has grown significantly and this is due in no small part to the back office, administrative and IT support which we have received that has allowed us to focus more on our clients.

Fairstone's central appointment generating team have also provided some excellent new client opportunities for us.

Further role

I have also taken on a more senior Corporate Director position at Fairstone, helping to drive M&A activity across the business.

I am very much looking forward to growing the business further; sharing my first-hand experience of joining Fairstone and utilising my specialist knowledge within the local market to find firms that will be a good fit for Fairstone.



Business consultancy

We believe in a partnership not a purchase and are dedicated to keeping you on the right growth trajectory. We offer business consultancy support to ensure you drive efficiencies, create capacity and ultimately achieve your goals.

Business planning

We understand that planning for the future isn't always at the forefront of the minds of financial advisers and that creating medium and long-term business plans might be a new skill for many of the advisers that join us.

To support this important planning process, our experienced team will help assess your performance to date and look at ways to utilise our centralised support to scale your activity to achieve your desired growth.

Client segmentation

Do you know which clients you spend the most time with and who generates the most fee income? Fairstone's data experts will work with you to understand your clients and how you can segment them to ensure you provide the most efficient service.

Succession planning

As part of the business planning process, we'll help you establish the best succession plan for you and your clients. It's likely that your retirement will be a long way off but having a plan for how you and your clients will transition is paramount. The more time you have to plan, the more time you have to find the right person and offer the right level of training before you hand over to them.

People management

The time spent on recruitment and people management is often underestimated. Fairstone provides centralised support to take the pressure off independent financial advisers and business owners and free them up to spend more time with clients and winning new business.



Centralised services

Paraplanning

Fairstone's centralised paraplanning team absorbs administrative processes from advisers, creating the capacity they need to spend more time with clients.

The team can act without notice for all unforeseen circumstances, reducing downtime in your office and maintaining your clients' expectations of support.

Alternatively our experienced team can work with you permanently to manage your research and report writing processes.



Our dedicated team of centralised paraplanners act as an extension of the team with the intention of complimenting the existing structure.

We cover annual leave, planned longer periods of absence such as parental leave or busy business periods, such as Tax Year End. We are also here when you need unexpected support due to illness, an unanticipated workload or a specific project.



Annual leave



Planned longer

absences







Busy business periods



Paraplanning Creating capacity

We pick up the report writing element of your role, creating capacity for you to do what you're best at, managing client relationships.



However you choose to work with us the process remains largely to same:





Paraplanning Utilising paraplanning to drive efficiencies

Fairstone Huddersfield

With more technical help and support from Fairstone's Paraplanning team, Huddersfield have found it easier to identify IHT and investment solutions for their clients, increasing average case values and revenue.

23% ^{23% increase in FUM}

Increased ongoing revenue of 18%

"We looked to join Fairstone to allow the business to benefit from the economies of scale, **as well as the administration and marketing support, of an established and high quality national firm.**"



Paul Dickinson, Head of office

Fairstone Stoke-on-Trent

After several unsuccessful attempts to recruit a quality paraplanner, the business principal made the decision to invest the salary into the Fairstone paraplanning service.

34% increase in FUM

19% Increased **ongoing fees of 19%** "Being part of Fairstone has enabled us to grow organically in a safe and compliant manner. With the resources we now have access to, we can spend more time with clients to give them the very best service and experience."



Angela Marson, Head of office



Centralised services Sales administration

We understand that the day-to-day running of a business can impact on time that could be spent with clients. **Our experienced administrative team can help alleviate admin pressures and ensure all case submissions are right first time, giving you back valuable time.**

Fairstone's sales administrators team consists of both wealth and mortgage adviser support and we can assist with:

Annual reviews

We understand how important annual reviews are and to help you and your clients get the most out of the process we:

- Provide a weekly report of all upcoming reviews
- Create a bespoke meeting pack for each review that is sent directly to clients
- Maintain all communication records on your behalf

LoA processing

Letters of Authority (LoA) can take up time that could be better spent with your clients. To support you, we:

- Complete and issue LoA documents to your client on your behalf
- Chase through the providers to ensure information requests are actioned as quickly as possible
- Check that all required information is provided
- Ensure all policy details re recorded internally

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New business packs

To further ease administrative burdens we can issue new business packs directly to clients. We will:

- Issue the recommendation to your client in a timely manner, along with all relevant supporting documents and payment details for contributions
- Follow up with the client to ensure the signed report is returned

We can also support your team with:

- New business submissions
- Mortgage admin and report writing
- Investment withdrawals

Alongside any more ad hoc support you and your team may need. Our service is flexible and built to act as an extension of your team, supporting you as and when you need it.



Investment framework

Fairstone's investment framework offers a supplementary range of model portfolio solutions matched with preferential rates from our platform partners.

The framework ensures clients can access solutions from the whole of the market through high quality central research. As part of the framework, we offer a number of exclusive investment solutions in conjunction with leading asset and investment managers. We use both internal capability and industry recognised research companies like Morningstar and Defaqto to preserve quality.

Our investment services represent an 'in addition to' proposition rather than an 'instead of' limitation to provide further client choice. Our aim in constructing the investment framework was to create something that caters for specific client requirements, enabling them to benefit from lower pricing and institutional quality.

Our goal is to ensure clients achieve the best outcomes and our centralised governance and research frameworks take the administrative pressures away from our advisers, freeing up more time to focus on their clients.



Our managed investment portfolios have been **Defaqto 5-star rated for six consecutive years**



Investment framework

Core ranges

The Fairstone core ranges were designed to cover the full spectrum of investment needs.

Each range is made up of a set of portfolios to cover a series of potential risk levels and are run on a risk targeted basis to reduce risk drift and support client persistency and confidence.

Asset allocation is managed in-house, allowing the manager to adjust positioning in line with market conditions, tilting the portfolios away from particularly overvalued parts of the markets or towards undervalued parts of the market.

We have five core ranges all of which have been Defaqto five star rated for the last six years.



Growth/Global Growth

Our growth/ global growth portfolios aim to maximise capital appreciation within respective volatility bands and do this through a combination of asset allocation and fund selection from a wide range of asset managers.

This allows the fund manager flexibility to allocate to smaller or newer offerings that can add value over the medium term.

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Focused Growth

Our focussed growth range of aims to maximise capital appreciation within respective volatility bands and do this through a combination of asset allocation and fund selection.

Additionally, the portfolios have an OCF cost constraint of 0.65%, along with hard equity ceiling limits at each risk level, providing additional clarity and control for investors.





Multi Instrument

This range of portfolios is differentiated by its ability to hold listed instruments – investment trusts, ETFs and direct UK equities – allowing the manager additional flexibility in expressing their views.

This flexibility is extensively used across equity, fixed income and alternatives markets, providing investors with exposure to more esoteric asset classes such as private equity and direct infrastructure that are not found in other ranges.



Passive/Pure Passive

Within our passive portfolios, a modest allocation can be made to actively managed funds where the manager believes it necessary. Over time, actively managed funds have been used to express views in the commodities and flexible fixed income spaces.

No actively managed funds are used within this portfolio to ensure a strict cost control. Additionally the asset allocation of the range will be generally closer to the underlying SAA over time.



Environmental

A range of portfolios with a focus on positive environmental and societal outcomes that are linked to relevant thematics contained within the UN Sustainable Development Goals. The manager takes a holistic approach to sustainability by using a combination of sustainable, thematic and impact strategies, ensuring a rigorous, responsible investment approach that doesn't result in overly concentrated exposures.

The nature of the portfolios means that they will be biased towards growth-focused companies, but crucially the manager's highly pragmatic approach brings with it an acute awareness of risk management, and with it good diversification by geography, style and sector.



Investment framework

Partner ranges

Our partner ranges bring together the risk management and execution of Fairstone with the investment performance of leading discretionary investment managers, a number of which are exclusive to Fairstone and can't be accessed externally.

These ranges are set up on a genuine risk targeted basis, to ensure ongoing suitability. The benefit of our scale and focus on cost management ensures that all the ranges are at the lowest available cost. This, combined with our extensive platform discounts, supports improved client returns.



About the Manager

RBC Brewin Dolphin is one of the UK's leading wealth managers, who combine scale, experience and highly specialised expertise to manage money. Founded in 1762, RBC Brewin Dolphin have been managing money for over 250 years. They are a FTSE 250 company managing over £50bn of client money and have more than ten years' experience managing MPS.

The range benefits from RBC Brewin Dolphin using their buying power to operate a number of overlay funds within the portfolios to help reduce portfolio costs.

Investment Style

A range of core, diversified model portfolios, driven by RBC Brewin Dolphin's experienced asset allocation committee (AAC) from the top down, and their well-resourced fund selection team from the bottom up. The portfolios use the WMA benchmarks as an asset allocation starting point, whilst asset allocations can be tactically adjusted on a monthly basis to reflect the committee's view on the most appropriate mix of assets to hold given key changes in the market.

RBC Brewin Dolphin has been able to use their size and pricing power to create bespoke 'manager of manager' OEICs in various asset classes, to reduce the cost of active management. This will see clients save money in UK & US equities, and fixed income.



About the Manager

LGT was founded in 2008 to challenge convention in our industry by offering a fresh approach to wealth management. LGT is part of the global private bank and asset manager, LGT Group, which is owned by the Princely Family of Liechtenstein. LGT Group has been managed by the Princely Family of Liechtenstein for over 90 years and has a great deal of experience in managing family assets.

Investment Style

A range of concentrated, growth-oriented model portfolios, driven by LGT's experienced investment committee that sits at the heart of their investment process. The committee meets monthly to coordinate the 'house view' which is then interpreted by the MPS committee, along with the most up to date information from the authorised collectives committee, through the portfolio construction process.

This results in a portfolio of high conviction names, across asset class and geographies, including global mandates. The team will only build positions in managers they foresee holding for the long term, and the portfolios have a very strong 'defensive, quality growth' bias driven by a belief that interest rates will remain lower for longer.





Tribe IMPACT

About the Manager

Tribe Impact Capital are a team of wealth managers and impact specialists committed to supporting the growing community of people who are passionate about using their wealth to take action that brings positive change to the world.

Tribeis certified a B Corp and signatories of the UN Principles for Responsible Investing. Tribe is also part of the HM Treasury's Women in Finance Charter, Science Based Targets initiative and the Principles of Positive Impact Finance

Investment Style

A range of highly concentrated, growth-oriented model portfolios populated by holdings whose managers focus both on their investment returns but also their strategies' sustainability and impact characteristics. The team's philosophy is to invest in well managed companies solving global challenges, which they believe are future-focused growth businesses presenting the biggest opportunities, with a focus on aligning long-term wealth creation with UN Sustainable Development Goals.

The portfolios have an emphasis on differentiated global strategies due to the nature of the mandate making it difficult to find appropriately managed regional impact funds. While the portfolios are concentrated at the fund level, each fund is very well diversified across geographies.

Vanguard®

About the Manager

Vanguard was founded in 1975 and it is now one of the largest asset managers in the world. They operate on a mutual ownership basis, which means they are in a position to keep costs low without compromising on quality.

Investment Style

A range of passive portfolios using long-term capital market assumptions to drive asset allocation. Vanguard's global asset allocation committee derives 10-year forward looking risk, return and correlation data for numerous asset classes that are reviewed on an annual basis. The portfolios are simple by design but are intended for long term, cost-sensitive investors.





About the Manager

Liontrust is a specialist fund management company that takes pride in having a distinct culture and approach to running money. The company launched in 1995 and was listed on the London Stock Exchange in 1999. They are an independent business with no corporate parent.

Investment Style

These two ranges of portfolios are designed to provide capital appreciation and income generation, with the managers' philosophy being to strive to 'win over the long term by not losing'.

The team have a strategic asset allocation (SAA) foundation from which they will tactically tilt towards areas that are exhibiting perceived value. The focus is on valuations rather than market timing; believing that it is important to supplement a long-term SAA with the flexibility to take advantage of shorter-term valuation opportunities.

The managers have combined experience of 60 years and are extremely experienced. They will only look to buy funds whose managers have long track records of consistent performance and style bias and as a result will hold for the long-term. In the shorter term they can increase or decrease asset class exposure through passive instruments.



About the Manager

Brooks Macdonald was founded in 1991 and listed on AIM in 2005. They have 30 years' experience constructing and actively managing portfolios to generate long-term value for their clients. The portfolios benefit from the full power of Brooks Macdonald's investment expertise; with 70+ investment professionals feeding into asset allocation and underlying investment research.

Investment Style

The range of portfolios contain both income and growth focussed portfolios, to cater to different clients along the risk spectrum. The portfolios towards the lower end of the risk scale have a total return focus with an income emphasis, whilst those at the top end of the risk scale are growth oriented.

The portfolios are run by an experienced team of managers in line with a centralised investment process, allowing investors to leverage the expertise of Brooks' asset allocation and investment committees, and specialist sector research teams.

There is an emphasis on diversified investment portfolios across the risk spectrum, constructed through the pooling of teams' expertise across the different aspects of the investment process.





About the Manager

James Hambro & Partners is an independentlyowned wealth management group established in 2010 by Jamie Hambro and seasoned industry experts. The founding partners wanted to create a wealth manager that offered the high standards of personal service often associated with smaller businesses, while also delivering strong investment performance by capturing the best aspects of expertise and process found in some of the larger, less-personal investment houses.

Investment Style

The range of portfolios is differentiated by its ability to hold listed instruments – both investment trusts and ETFs – allowing the managers additional flexibility in expressing their views. This flexibility is used across equity, fixed income and alternatives markets.

The portfolios have a bias towards quality and growth-focused managers generally, with a preference for international equities at the expense of UK exposure. That said, the managers have shown a high level of pragmatism in adapting the portfolios to the highly changeable economic and market environment seen over the past 18 months.



About the Manager

Dimensional is a leading global investment firm that has been translating academic research into practical investment solutions since 1981. Guided by a strong belief in markets, Dimensional offers strategies that focus on the drivers of expected returns. The firm applies a dynamic implementation process that integrates advanced research, methodical portfolio design, and careful execution, while balancing risks, costs, and other trade-offs that may impact performance.

Investment Style

Driven by Dimensional's focus on empirical research, the portfolio range will always exhibit certain characteristics, making it an ideal solution for clients requiring consistent exposure.

Geographic exposures will remain closely linked to global market cap weightings, with the equity book exhibiting a persistent 'tilt' towards value and small-cap stocks, and the fixed income book a similar tilt towards higher credit quality and shorter duration bonds.



Our partner ranges are available on these platforms

Investment Adviser	Range Group	EGON	AVIVA	embark	nucleus	Quilter	abrdn	transac
Dimensional	Passive specialist					~	~	
RBC Brewin Dolphin	Active core	~	~	~	~	~	~	~
Brooks Macdonald	Active core	~	~	~	~	~	~	~
James Hambro & Partners	Active specialist			~	~	~	~	~
Fairstone Environmental	Active specialist		~	~	~	~	~	~
Fairstone Growth	Active core	~	~	~	~	~	~	~
Fairstone Multi- instrument	Active specialist							~
Fairstone Passive	Passive core		~	~	~	~	~	~
LGT Vestra	Active core	~	~	~	~	~	~	~
Liontrust	Active core	~	~	~	~	~	~	~
Tribe Impact Capital	Active specialist	Coming soon	~	~	~	~	~	~
Vanguard	Passive core	~	~	~	~	~	~	~



Investment framework

Tailored MPS Solution

Fairstone's tailored MPS solutions can replace existing in-house portfolios and transform them into professional discretionary management portfolios.

As part of this we provide:



Regulatory adherence and compliance



Input of external and internal experts to select leading solutions



Access to high quality professional indemnity insurance





Governance and oversight



The Fairstone investment committee

The Fairstone investment committee provides oversight across our investment research and portfolio management services. We rely on the expertise of our senior managers and leading Chartered advisers to be the voice of the client, as well as external input from leading research agency RSMR.

The output from the group is relied on by advisers to support high quality client outcomes and provide the scale and coverage to oversee a very broad set of products and solutions.



The Fairstone product committee

The Fairstone product committee is responsible for achieving PROD compliance in an effective way, enabling advisers to efficiently check target market suitability.

A key part of this is the development and maintenance of our exclusive solutions. Due to our scale and standing we offer unique solutions, bringing capability from:

- Leading wealth managers, RBC Brewin Dolphin, LGT, Brooks Macdonald and James Hambro
- Global fund managers, Vanguard, Dimensional and Liontrust
- Boutique capability from specialists including Tribe Impact Capital to provide leading capability in the sustainable arena



The Fairstone compliance committee

The Fairstone compliance committee manages the overall quality of advice across the group. This enables us to provide reassurance to all clients across the full spectrum of advice.

In addition to this the committee steers the development of all internal systems, processes and controls to cater for any regulatory or market changes.





To date we have saved clients **£5.3 m**

in investment costs on an annual basis



Investment framework

Research

Alongside the support from our governance structures, our leading research capabilities can be used to reduce the effort required by advisers and paraplanners, maximising efficient use of client facing time.

Advisers can use our central capability as well as access the whole of market. We provide leading research systems, Defaqto Engage, FE Analytics and MICAP, to supplement our assured solutions which cover core areas providing an effective route for advisers to select solutions for clients.

defaqto engage





For more unique cases our research team is available to support, bringing a team capability to client engagement and allowing access to new and exciting areas.

Value

We strive to offer the very best value to our clients and as part of our service offering, we are committed to directly passing through all investment cost savings. **Through our preferential pricing with platforms,** we are currently saving our clients £5.3m on an annual basis.

Fairstone terms are available to all clients and apply for any clients novated to Fairstone.

Marketing and business development

Customer acquisition programme

Fairstone offers its participating advisers access to the systematic

supply of high-quality new client opportunities from our online customer acquisition programme. This utilises bespoke digital campaigns alongside our relationships with national digital partners to secure fully profiled and qualified client opportunities.

Utilising the programme enables advisers to:

- Significantly accelerate the growth of their client base
- Refine an existing client base with new customers who meet their target profile and wealth criteria
- Increase their FUM and recurring revenue

We understand how time-consuming building a client bank can be. The customer acquisition programme has been created to supplement your existing business development activity and referral opportunities. Working in tandem with your efforts to develop your contacts and prospect opportunities.



£458k

Average investible assets

£124k

Delivering to you an average lifetime client value of £124k

Fairstone is on track to create

E2bn

of opportunity on an annualised basis





My experience of the customer acquisition programme

"The customer acquisition programme has become **a really fantastic source of new business for me** and I highly recommend it to anyone wishing to grow their client bank.

The qualified referrals are a world away from 'cold' leads. This means that when an appointment is made, **the meeting time can be focussed on exactly the right issues, and we can move forward and support new clients in a much more dynamic way.**

The programme impresses to the new client that Fairstone work as a team and we have the resources and scope to support their needs. We have a national presence but we work together to support and find solutions for each and every client. It's a great first impression to the client and an amazing resource for the adviser too."

Ruth Heath, Independent financial adviser

Remote advice solution (ZETO)

Fairstone's zero touch remote advice solution enables us to fully engage with clients in a no-contact environment.

Offering remote meetings, whether for prospects or for ongoing commitments such as annual reviews, helps us to drive efficiencies by significantly increasing our capacity to engage with both new and existing clients.

Our full-featured solution, powered by Microsoft Teams, supports us in making a standout first impression while maintaining our usual exemplary advice standards.

ZETO is fully integrated with Adobe Sign for digital signatures and will enable end-to-end paperless processing for those counterparties who accept electronic signatures. Ultimately, our aim is to create an enjoyable client experience that is simple to deliver and creates huge time savings.

We have taken considerable effort to ensure that ZETO is compliant from both a regulatory and GDPR perspective. The application is intuitive and professional and includes a pre-meeting digital introduction to the process as well as customisable presentation tools. This functionality, together with the embedded e-sign solution makes us one of the first national firms to launch a totally paperless advice process.

ZETO enables advisers to:

- Segment their client base, identifying where remote meetings are most appropriate
- Save time on travel to face-to-face meetings
- Drive efficiencies by utilising our presentation and report building technology
- Provide a seamless service through our integration of Adobe Sign



Marketing and business development

Marketing

To support you in leveraging the strength of Fairstone's national brand we offer:



Extensive suite of marketing collateral

We provide a suite of professional marketing collateral including market updates, preapproved adverts and articles for you to use, meaning you don't need to use your time creating content.



Client magazine

As part of our service proposition, we send regular digital newsletters to all clients including our bi-monthly Intelligent Wealth magazine and other relevant guides such as budget updates.



PR and digital media support

We support you to develop the digital profiles of you and your team as part of the wider Fairstone group. This includes social media training and the provision of content.



Seminar and events programme

To support you in accessing opportunities in your local area, we provide training and the tools to engage, present to and follow up with prospects.

Professional connections

We provide the training and tools you need to present to your professional connections. Referrals are often the best way of securing the best quality clients and the more your connections understand about our proposition, the more comfortable they will be referring you and your services.

To provide enhanced value to clients we also have a number of professional panels meaning you can refer any legal or tax planning matters to our approved supplies, leaving you safe in the knowledge that your clients will receive the best service at the best value.



We invest in your growth through a multitude of opportunities supporting you to **optimise the value of your business**

Speak to our Mergers & Acquisitions team to find out more about what Fairstone can do for your business.



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