



# IBOSS

BOUTIQUE ASSET MANAGEMENT

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ADVISER GUIDE | FOR PROFESSIONAL FINANCIAL ADVISERS ONLY

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They listen to us and make us feel like individuals. It's a relationship you don't get with larger propositions, where you feel like just a number.

*Sue West | De Luca West*



We are a boutique asset management company, providing innovative and adaptive, cost-effective investment solutions exclusively to the financial adviser marketplace.

Our success has come from a dynamic and pragmatic approach to investing. We believe that different styles of management, tools and research work in different parts of the investment cycle, and we therefore maintain a flexible investment process.

We also firmly believe in the value advisers add to their clients, and that is why our services and products are not directly available to retail clients.

We are well aware that advisers are constantly under pressure to justify fees and demonstrate added value. Both factors are crucial if an adviser is looking to either attract new clients or retain their existing ones.

This is what makes our white labelled client communication service a vital part of our proposition and it can be included with any of our solutions at no additional cost.

The perfect investment partner requires more than this though, here's why we think you should choose us...

# OUR HISTORY

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## Who are IBOSS?

Whether you know a little bit about us already or if you're reading about us for the first time, we have everything you need to know about our history right here; from when, where and who created the company, to how, why and what our original investment solution was.

### When...

The original concept of running model portfolios for adviser firms was created in 2006 and, following a trial period, IBOSS Ltd was officially established as a company in 2008.

With many of the years following our inception possibly being the most turbulent for markets in recent memory, including the most recent COVID-19 global pandemic, these experiences have taught us how to manage money in good times and bad.

### Who...

Our Managing/Investment Director, Chris Metcalfe, came up with the original concept of running model portfolios for adviser firms two years prior to our launch, creating them for an IFA practice he worked for at the time.

### Why...

Chris had grown frustrated at the number of times he had witnessed himself and fellow advisers within the practise basically having to reinvent the wheel every time they saw a new client, or even reviewed an existing one.

Out of this frustration, coupled with a desire to support fellow financial advisers and planners who do not have the time to study the markets and actively manage portfolios, IBOSS Ltd was created and began, initially, to provide research and outsourced administrative services to the industry.

### How...

Back in 2006 the phrase 'model portfolio service' did not really exist, so we created our own from scratch. We built a standardised asset allocation model and then populated it with funds we had researched to create our first model portfolios.

The company name was created by an employee in the weeks leading up to our official launch date. An internal competition was run to choose an appropriate name to inform and showcase what we wanted our brand to symbolise. 'IFA Back Office Support Services' was simple enough to explain our original proposition to the industry but with it not being one to immediately roll off the tongue, it was quickly abbreviated to 'IBOSS'.



## What...

The first product was the Portfolio Management Service (PMS), an outsourced investment solution offering an actively managed model portfolio service, run on an advisory basis.

After a decade of success, we used the PMS as the blue print for expanding our investment solutions.

In response to adviser demand, we launched our multi-asset OEIC Fund Range in February 2016 under the newly formed IBOSS Asset Management.

This was followed by the launch of our discretionary solution, the Managed Portfolio Service (MPS), offering a range of discretionary model portfolios; Core, Passive, Income and Sustainable.

All of our solutions are run by the same Investment Team and share the same directors and shareholders.

## Where...

Since inception, the company has been based in the spa town of Harrogate, North Yorkshire, and we think this makes us perfectly situated geographically for many reasons.

Firstly, we are directly located between the two financial hubs of London and Edinburgh. Both easily accessible for meetings, but far enough away from the hustle and bustle, along with the other distractions that the busy financial districts can bring.

Secondly, it enables us to offer our investment solutions to advisers and planners nationally. Our existing mutual partners are spread far and wide, from London, Southampton and Wimborne, to Liverpool, Aberdeen and Belfast.

## Growth...

Our aim has always been to provide innovative investment solutions to the adviser marketplace.

At every stage of our growth we've had the needs of advisers, planners and their clients at the forefront of our mind. We listen and adapt our solutions based on the feedback we receive and are always looking for ways to improve our services.

Across all IBOSS investment solutions we administer circa 7,500 clients, between 90+ advisory firms and with a total funds under influence and management of approximately £1.5 billion (as of 01/07/2021).

# OUR INVESTMENT PHILOSOPHY

## The Investment Team

Whichever investment solution is chosen from our range, you can be assured that the same philosophy is found running throughout. They are also managed by the same experienced and trusted Investment Team, who are the hallmark of all IBOSS investment solutions.

**Chris Metcalfe** *IMC* | Investment Director



**Chris Rush** *IMC*

Senior Fund Analyst



**Michael Heapy** *IMC*

Investment Analyst



**Rebecca Anscombe**

Head of Systems



**Jack Roberts**

Investment Team Support



**Kate Townsend**



## Beliefs

We believe that markets are only generally efficient in the long term. Therefore, active managers may only be able to exploit inefficiencies over a long period. Concentrated funds can suffer long periods of underperformance; to be included, the long term expected return must be significantly higher, for the risk taken, than with a more diversified fund.

**6**

Highly qualified and experienced Investment Team members



**6,000+**

Hours of fund research is conducted each year



**300+**

Fund house meetings attended every year



**1.5bn**

Total FUI across our investment solutions



## Diversification

We also believe that diversification is key to achieving long term investment goals. Unfortunately, true diversification has become hard to come by, even within the multi-asset space.

Investors are naturally prone to behavioural biases and can often gravitate towards areas of the market which were, with hindsight, poor investments. Examples of this type of herding and concentration risk include technology companies in the lead up to the 2000 market crash, the credit crunch in 2008 and, most recently, the heavy losses suffered by dividend-paying global equities in early 2020.

We work hard to ensure that each of our investment solutions are well diversified in order to provide a degree of protection against these periodic natural market falls.



The main benefit has been the establishment of a very robust investment proposition, which has led to huge amounts of time saving.

**Andrew Cook** | *Heritage Investments*

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## Aim

Our aim is always the same; to beat the relevant benchmarks over as many periods as possible, with less than benchmark volatility and lower drawdowns, across all risk ratings.

## Proposition

Our proposition seeks to collate market information from a wide range of available sources including fund manager meetings, investment conferences, financial media and third party analysts. No individual input source is allowed to dominate and each asset class brings its own issues, opportunities and risks. We assess the information gathered and apply it to our portfolios or funds using the framework principles of modern portfolio theory.



### Investment approach

- Completely independent fund selection
- A commitment to holding no more than 4% in any single fund (*Core range only/excluding deposit and short dated bond funds*)
- A fixed strategic asset allocation with tactical overlay
- Robust quantitative & qualitative process
- An emphasis on consistency of returns relative to benchmark
- A desire to avoid restrictions, which may hamper investment performance

### Fund selection

Funds are considered, in their own right, looking at;

- Performance – *cumulative, discrete and relative to peer group*
- Fund manager tenure (*including support team*) and their track record
- Fund size and inflows
- Ratios – *tracking error, sharpe, information ratio, volatility, alpha, beta and max drawdown*
- Geographical allocation
- Sector allocation
- Charges

We select funds from the whole of market and with no restrictions placed on us by third parties. This allows free thought on market and economic trends, and means we are not influenced by any 'house' view other than our own. This results in our Investment Team being able to select funds as they see fit, purely for the benefit of your clients' investments.

## Asset allocation

The core asset allocation remains relatively fixed on an ongoing basis but with a limited tactical overlay. The allocation was reached using a consensus based on historical asset allocation and correlation of the various assets, and based on clearly demonstrable economic principles. We believe diversification using several funds within an asset class, that meet our investment criteria, can give added value in the form of reduced volatility, without reducing performance. To this end, we would expect ordinarily to hold approximately 35-40 funds in any one of our actively managed portfolios or funds.

# THE MANAGED PORTFOLIO SERVICE RANGE

## Overview

The IBOSS Managed Portfolio Service (MPS) offers four ranges of discretionary model portfolios; Core, Passive, Income and Sustainable, and is 5 Star Rated by Defaqto for DFM MPS on platform.

Built specifically for the financial adviser marketplace, our MPS provides practical and cost-efficient ways to outsource the management of your clients' investments, whilst aligning them to their long-term investment goals, appetite for risk and desired investment style.

All four MPS ranges follow the same IBOSS investment philosophy that is consistent across our solutions and retains strong similarities to the construction of the successful Portfolio Management Service (PMS) offered by IBOSS Ltd.

### CORE

Nine actively managed risk-rated model portfolios, that reflect the fund selection of the successful Portfolio Management Service. A service that retains all the popular features of our tried and tested PMS, but with the administrative and operational benefits of discretionary management.



#### KEY FEATURES

- OCF cap 0.58% OCF\*
- DFM charge of 0.2%
- Long term performance record since 2008
- Extremely strong defensive characteristics
- 35 to 40 funds per portfolio (1% min/4% max/ excluding deposit and short dated bond funds)
- 5 Diamond Rated by Defaqto

### PASSIVE

Eight actively managed risk-rated model portfolios, using cost effective passive instruments that closely mirror the asset allocation of our core MPS. A service that offers lower annual fees through its passive orientation and accommodates the more cost-conscious clients.



#### KEY FEATURES

- OCF cap 0.14% OCF\*
- DFM charge of 0.15%
- Built using primarily Passive & Index funds
- Strong defensive characteristics
- 15 to 30 funds per portfolio (1% min/8% max)

\*OCF caps apply to portfolios 0-6 only and are subject to the availability of preferred share classes.



## Benefits to you and your clients

Effectively managing investments is a challenging and time-consuming task, particularly under the increasing and ever changing regulatory requirements.

Delegating investment responsibilities to us gives you more time to focus on your client relationships, as well as developing your business. Meanwhile, you have peace of mind knowing that your clients' investments are being closely monitored regularly on your behalf.

Our discretionary range requires no client authorisation, a factor that suits both clients and advisers alike; from retirees who may not want to complete regular paperwork or professionals who simply may not have the time.

### INCOME

Seven actively managed risk-rated model portfolios that closely mirror the asset allocation of our core MPS. A service that prioritises income producing assets, whilst still maintaining relatively high levels of diversification. Avoiding the risks of concentration and recency bias are particularly important factors in constructing the income range.



#### KEY FEATURES

- OCF cap 0.65% OCF\*
- DFM charge of 0.2%
- Targets income producing assets
- Strong defensive characteristics
- 35 to 40 funds per portfolio (1% min/4% max)

### SUSTAINABLE

Seven actively managed risk-rated model portfolios, built using funds within IBOSS' sustainable framework criteria, whilst closely mirroring the asset allocation of our Core MPS. In an area of the market which is particularly complex, we strive to achieve a superior level of diversification. The range caters to clients who wish to invest in organisations that commit to generating measurable social and environmental goals, alongside a financial return.



#### KEY FEATURES

- OCF cap 0.75% OCF\*
- DFM charge of 0.25%
- Funds with strong social/environmental values
- Supported by Morningstar's rating system and other third party rating agencies
- Strong defensive characteristics
- 35 to 40 funds per portfolio (1% min/5% max)

# THE OEIC FUND RANGE

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## Overview

The IBOSS OEIC Fund Range is an open-ended investment solution, offering 4 multi-asset funds specifically to the financial adviser marketplace. The range is 4 Diamond Rated by Defaqto as a risk focused fund family.

Launched in February 2016, the range consists of four risk-rated multi-asset funds and retains strong similarities to the construction of the highly successful Portfolio Management Service (PMS) offered by IBOSS Ltd.

Our OEIC funds provide a practical and cost-efficient way to outsource the management of clients' investments, whilst aligning them to their long-term investment goals. The funds are designed as core holdings for a client's ISA, investment and pension portfolios, allowing advisers to consolidate their client's investments within a tax efficient product.

### KEY FEATURES

- 4 risk-rated multi-asset funds
- Funds 2 & 4 | 5 Diamond Rated by Defaqto
- Completely independent fund selection
- No platform restrictions
- Fund holdings reviewed quarterly, but changes can be made at any time
- Competitively charged with a 1% OCF cap
- 5+ year track record
- Demonstrably strong risk-adjusted returns and defensive characteristics
- Benchmarked against the IA Mixed Investment Sectors



## Benefits to you and your clients

Delegating investment responsibilities to us gives you more time to focus on your client relationships, as well as developing your business. Meanwhile, you have peace of mind knowing that your clients' investments are being closely monitored regularly on your behalf.

Our OEIC Fund's underlying investments can be re-balanced or switched with as much frequency as deemed necessary by our Investment Team, with no client authorisation required.

Additionally, investing clients' monies in our OEIC Fund Range allows them to benefit from a wider investment universe and with no platform restrictions. No Capital Gains Tax (CGT) is payable on gains made by investments held within an OEIC fund, however, CGT may be payable when a client sells all or part of their investment.








































# RESEARCH TOOL AVAILABILITY

## Transparency

As part of our commitment to being transparent with regards to all aspects of our solutions, such as cost and performance, we make ourselves available on as many industry leading research and comparison tools as possible.

This makes life easier for advisers and planners alike, so you can compare us against our peers and compile all the necessary data points you require.

Being readily available on various risk profiling tools also allows you to easily select the appropriate range and portfolio for your clients.

	Core MPS	Passive MPS	Income MPS	Sustainable MPS	OEIC Fund Range
					N/A
					
					
					
					
					
					
					

# WHITE LABELLED CLIENT COMMUNICATIONS

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## What clients receive

We believe that most clients like regular communication from their adviser and value updates that provide reassurance regarding their investments. Our white labelled client communication service is free of charge when clients are invested through our MPS discretionary model portfolios or OEIC Fund Range. We appreciate it may not be appropriate or required for some clients though and its inclusion is optional.

Our client communications are issued quarterly via email and are sent directly to your clients from our mailing system. The emails carry the details of your company and are addressed from their appointed financial adviser, increasing exposure to your company's brand, rather than IBOSS.

We strive to ensure our client facing material is jargon-free, making it easy for clients to engage with, whilst creating a level of client involvement that makes them feel part of their investment journey. It is this, in our opinion, that demonstrates to clients that you are going above and beyond, justifying fees and demonstrating value for money.

## What's included

### Client email

A quarterly correspondence with the opportunity for clients to inform you of any changes to their circumstances.

### Portfolio Overview

Displays allocated fund changes and an overview that explains why each decision has been made by our Investment Team, as well as key information regarding their investments.

### Market Summary

Informs the client of the latest relevant economic information, from stock market performance to political matters which may be affecting their investments.

## What you receive

A list of all your subscribed clients to the communication service is made available prior to each quarterly mail out, along with copies of the updated documentation they are set to receive.

You will be immediately notified of any client comments that are made, as well as open rate and individual client engagement MI that is provided 3 weeks after each mail out date.



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We were hugely impressed by IBOSS's communications. The quarterly updates carry our branding and provide our clients with four additional touch points per year, which we couldn't replicate ourselves.

***Alan Tytherleigh | Odyssey Wealth Management***

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# WHY IBOSS?

Previously accepted levels of financial planning and investment management are no longer considered enough. Fast-moving markets, stricter regulations and ever increasing compliance legislation means the precious time you get to spend with clients is constantly decreasing.

Here are a few reasons why we think we can help provide value to you and your clients...

## Direct access

We offer you direct access to our Investment Team. Questions relating to our investment philosophy, asset allocation or fund selection are answered promptly. In the same vein, if clients have just read something in the media about a fund, have concerns or even suggestions, we are very happy to answer their queries, but always via the adviser.

## Honesty & transparency

In an industry riddled with jargon, we'll say it as we see it and give you an honest answer. You might not always like the answer, but you will know it is honestly given. Our Investment Director, Chris Metcalfe, is often described as straight talking at our seminars and webinars, something that advisers appreciate when it comes to investment and market updates.

Additionally, we are transparent in everything we do. Portfolio holdings and performance are readily available on our website and updated monthly/quarterly. Fund change rationale and market commentary is also always available to explain why we make the decisions we do.

## Compliance aid

We can help you in the transition of your existing investment proposition, should you choose to use any of our solutions. With direct access to our Chief Operating Officer, Denise Webster, we also offer support with rationale on platform due diligence, which can be carried out by us, on behalf of others.

IBOSS due diligence responses are also available via DD|hub, a centralised solution for managing the due diligence process, including a comprehensive library of due diligence questions with responses from various other providers.

Additionally, we use the services of Threesixty to help ensure all of our materials follow the very latest compliance legislation for their intended audience, this includes all documentation issued to clients on your behalf.

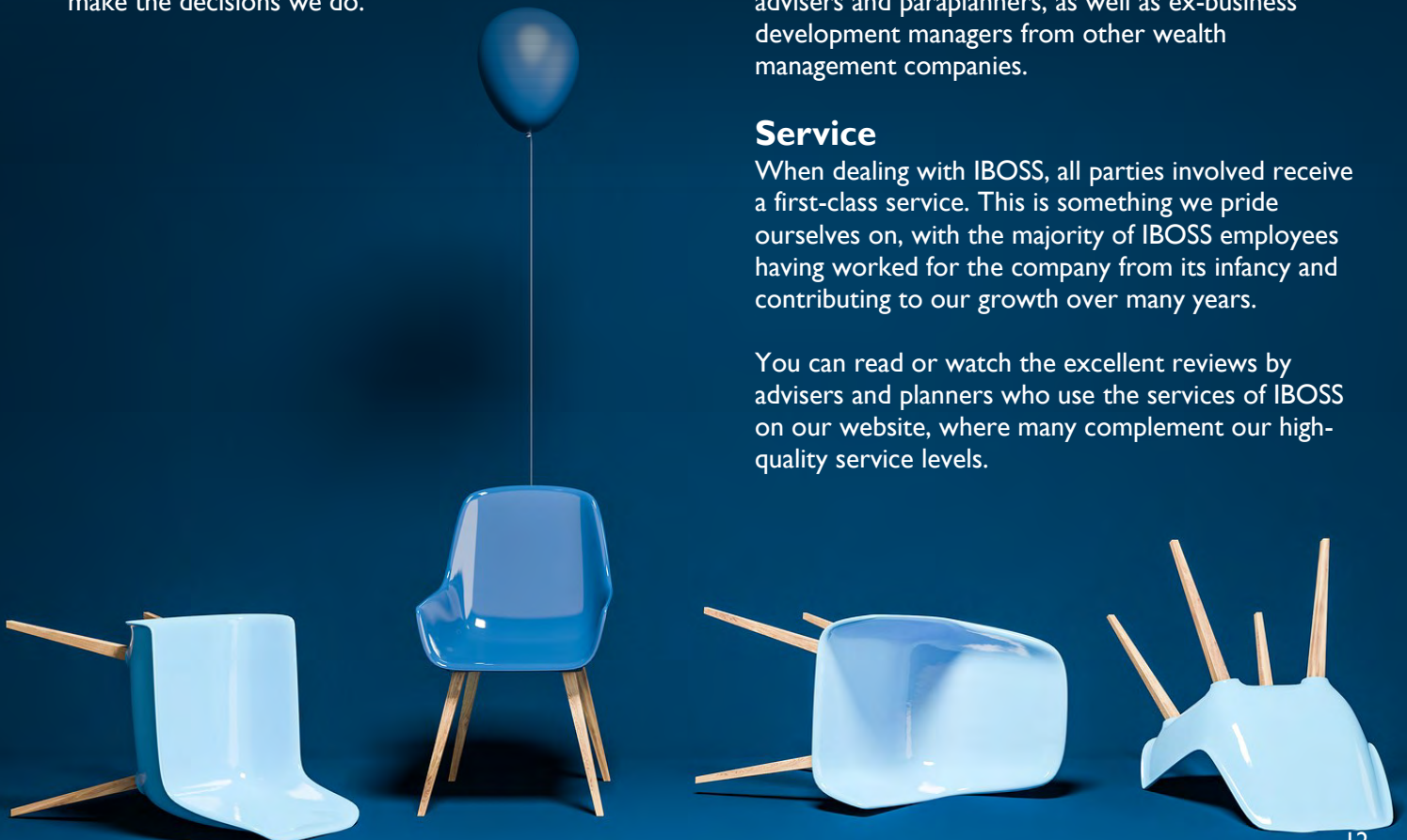
## Experience

In all areas of the business there are employees that possess a varied and vast experience of the financial services industry, including previous directors, advisers and paraplanners, as well as ex-business development managers from other wealth management companies.

## Service

When dealing with IBOSS, all parties involved receive a first-class service. This is something we pride ourselves on, with the majority of IBOSS employees having worked for the company from its infancy and contributing to our growth over many years.

You can read or watch the excellent reviews by advisers and planners who use the services of IBOSS on our website, where many complement our high-quality service levels.



# INDUSTRY ACCREDITATIONS

The IBOSS Managed Portfolio Service range on platform has been 5 Star rated by Defaqto, this shows it provides one of the highest quality offerings on the market. Star Ratings look at the features and benefits of a product or propositions, rather than solely focusing on cost.



In addition, the Core MPS is 5 Diamond Rated, meaning it offers an excellent proposition relative to the peer group across charges and other fund manager features including the business, team and investment process.



The IBOSS OEIC Fund Range is 4 Diamond Rated as a fund family, meaning they offer a good proposition relative to the peer group across charges, performance, risk shape and other features.



Each IBOSS fund has also been rated individually within the Multi-Asset Returned Focused category. IBOSS funds 2 and 4 have been 5 Diamond Rated, offering an excellent proposition relative to the peer group across charges, accessibility, performance and other features. IBOSS funds 1 and 6 are both rated 4 Diamonds.



In 2020 IBOSS Asset Management won a coveted five star award at the Financial Adviser Service Awards. These awards are aimed at highlighting the very best in service provision to advisers and their clients from across the financial services industry. IBOSS placed top in the discretionary wealth management category, as voted for by advisers and planners.



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The whole IBOSS team is very accessible. They aren't sat in their ivory towers and they are always available for us to contact them.

**Rob Barron | Flourish Financial Planning**

# FREQUENTLY ASKED QUESTIONS

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To assist you with further information that may not have been answered in this guide, we have put together a list of questions & answers that advisers & planners regularly ask us.

## **“Where does your asset allocation come from?”**

We don't want to be constrained by an asset allocation tool. Therefore, when creating the portfolios IBOSS studied numerous economic principles, including Harry Markowitz's modern portfolio theory, and those of Watson Wyatt and respected fund managers, as well as long term historical performance data. We then compiled our core asset allocation defining the percentages allocated to each asset class.

The emphasis was on:

- Historical data and economic context
- High levels of diversification and low levels of correlation
- Geographical market conditions

Using multiple funds in each sector further reduces volatility, as no fund manager gets it right every time and it reduces the risk of one manager adversely impacting on the performance.

## **“Why so many funds?”**

In the Core range we hold between 30-40 funds, with the current lowest being 32 (Q4 2020).

The actual reason for the large number of funds is our preference for multiple funds in each sector to offset manager and style risk.

This has proved to be a very effective strategy to reduce overall drawdowns.

## **“Is there a set minimum investment amount?”**

Whilst IBOSS don't set any minimum investment amounts, depending on the platform of choice there may be some restrictions. However, in the majority of cases, this is normally as low as £100.

## **“What platforms are you available on?”**

We are led by adviser demand, so please do not hesitate to ask if your platform of choice is not currently on our list. Our most up to date platform availability can be found on our website - [www.ibossam.com/about-us/faqs/](http://www.ibossam.com/about-us/faqs/)

As of June 2021, our discretionary MPS ranges are available across 9 platforms. This includes the majority of the most popular platforms in the industry and we are continuously having discussions with more platforms to increase our availability.

The OEIC Fund Range has no platform restrictions and is available via any preferred provider.

## **“What risk management framework is in place?”**

Governance of the risk management framework is the ultimate responsibility of the board of directors, which performs the governing function of the firm under the supervision of the ACD. The board of directors are responsible for all aspects of the business, including setting the culture and ensuring that the firm acts honestly, fairly, professionally and independently.



This communication is designed for professional financial advisers only and not approved for direct marketing with individual clients. It does not purport to be all-inclusive or contain all of the information which a proposed investor may require in order to make a decision as to whether to invest or not. Nothing in this document constitutes a recommendation suitable or appropriate to a recipient's individual circumstances or otherwise constitutes a personal recommendation.

Past Performance is no guarantee of future performance. The performance of the IBOSS PMS Portfolios is not a guide to the potential performance of the MPS discretionary portfolios. The value of an investment and the income from it can fall as well as rise and investors may get back less than they invested.

**IBOSS Asset Management Limited (OEIC Fund Range & Managed Portfolio Service)** is authorised and regulated by the Financial Conduct Authority. Financial Services Register Number 697866.

**IBOSS Limited (Portfolio Management Service)** is a non-regulated organisation and provides model portfolio research and outsourced white labelling administration service to support IFA firms, it is owned by the same Group: METNOR Group Holding Limited who own IBOSS Asset Management Limited.

Registered Office: 2 Sceptre House, Hornbeam Square North, Harrogate, HG2 8PB. Registered in England No: 6427223.

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