

Wealth Management Service

Your guide

Affinity

INTEGRATED WEALTH
MANAGEMENT

The key steps to successful investing

Most people already have an investment portfolio, which by definition, is a collection of assets that intends to make a profit. However, many people struggle to answer a simple question. Is their existing investment portfolio right for them?



Getting to know you client engagement

Before advising you, we get to know you. This involves asking questions to help us understand your aims and circumstances. From there, we will assess the financial resources you have set aside to achieve your goals. We will also ask you to complete a short questionnaire. Your answers will help us assess your willingness to take risk and capacity to accept it. We will then discuss the questionnaire with you to ensure you understand the possible investment returns you might expect.



Prioritising your goals strategy and planning

We will help you prioritise your goals within an investment timeline featuring these durations:

- **Short Term** - 6 to 24 months.
- **Medium Term** - 2 to 5 years.
- **Long Term** - 5 to 10 years and beyond.

With your investment timeline in place, we will help arrange your finances. We aim to optimise your ability to achieve your goals with the lowest level of risk to your portfolio and future standard of living.



Investing your money implementation

Once your financial plan is in place, we will account for your attitude to risk and recommend the most suitable mix of assets to achieve your goals.

This will usually involve a mixture of Cash, Bonds, Property and Equities. Before recommending an overall approach that you are comfortable with, we will explain the merits of strategic and tactical asset allocation and active and passive strategies.

After agreeing the strategy, we will review your current investments, to ensure they are still suitable within your new risk-rated portfolio. We will then build a tailored investment portfolio for you and provide a clear picture of its expected performance over time. Naturally, we cannot guarantee these numbers.



Optimising your tax position

To optimise your returns, we will ensure your new portfolio takes advantage of all available tax allowances while making sure they do not compromise your financial plan. Where appropriate, we will access Individual Savings Accounts (ISAs), pensions, onshore and offshore bond tax structures, and a general investment account to optimise your annual capital gains tax allowances. We may also recommend trusts to manage inheritance tax liabilities and help distribute your wealth.



Keeping your portfolio current on-going service

Your portfolio is only current at the date we create it. World markets move by the second, economic climates change and fund managers come and go. This means your investment portfolio can quickly deviate from your expected level of risk – and be less able to achieve your goals. That's why our wealth management service's review process is so vital.

- Review your asset allocation

To ensure your portfolio matches your agreed level of risk and is on target to achieve the expected returns for reaching each goal, we regularly and automatically rebalance your asset allocation. So you can rest assured your portfolio is never exposed to excessive risk that will increase the potential for short-term losses. Equally, you can relax knowing your portfolio will not be overly cautious, reducing your potential for growth and jeopardising its aim of achieving your goals.

- Review your investments

As economic climates, markets and fund management groups change, you must make sure your investments remain appropriate for your portfolio. Every month, we will review your investment portfolio. Where necessary, we will adjust the portfolio to ensure your investments provide optimum returns and remain financially stable.

- Review your goals

Every year, we will offer you the opportunity to meet and review the performance of your portfolio and discuss any changes in your life over the past 12 months. We will ensure your goals remain current and, if necessary, adjust your investment timeline. We will also review your attitude and capacity for risk. Where appropriate, we will adjust your portfolio and range of tax wrappers. This will ensure your portfolio remains optimised towards achieving your financial goals and objectives.

It's your future

Everyone has goals they would like to achieve in their lives. So why do so many people leave pursuing their dreams to chance? Many of us spend little time planning our futures.

Regularly putting money aside is a good place to start. But understanding how much money you must save and the risk you need to take with your hard-earned savings is more difficult. That's why our wealth management service is about more than helping you invest your money. It's about creating an on-going financial plan backed by the right investment portfolio. Our aim? To ensure you are not left on the sidelines while others around you fulfil their dreams.

Our approach

Most people already have an investment portfolio, which by definition, is a collection of assets that intends to make a profit. However, many people struggle to answer a simple question. Is their existing investment portfolio right for them?

To help you answer this, it's worth considering these questions:

Do you...

- Clearly understand your financial goals?
- Know what level of risk you are willing and can afford to accept?
- Know what your overall current or ideal asset allocation is?
- Understand the performance characteristics of each asset you hold?
- Know why you are holding each asset?
- Know the level of risk in your portfolio?
- Currently take more risk than you have the capacity to accept?
- Understand the risk of remaining in cash?
- Know if your tax position is optimised?
- Ensure your portfolio is regularly reviewed?

As Financial Advisers with many years' experience, these are just some of the questions we ask our clients. We deliver a wealth management service that embraces tried and tested steps to ensure your portfolio is right for you. This means you can feel confident we are giving your hard-earned savings the best chance of achieving your goals with the minimum risk you are willing to take.

Keeping it simple

To ensure your wealth portfolio is managed seamlessly, we have appointed Parmenion to deliver global custody, investment management and administration services, so you have a tax efficient, single place to hold all of your investments.

Parmenion, authorised and regulated by the FCA, is an independent and privately-owned investment management and technology company, backed by industry leading experts. They provide an extensive range of risk graded investment solutions that we tailor to your individual needs and take into account your attitude to risk and capacity for loss. All solutions are subjected to rigorous on-going monitoring to ensure they continue to meet their agreed investment mandate and are available through a range of tax efficient portfolio wrappers. Parmenion do not take on clients directly, they work with financial planning firms to offer the investment risk expertise, custody and administration services they need to manage their clients' portfolios effectively.

Next steps

As a wealth management client of ours, you will not only understand your financial ambitions over the coming years. You will also receive a constantly reviewed and professional financial plan designed to help you achieve them.

With Affinity Integrated Wealth Management you will always:

- Have clear financial goals presented on an investment timeline.
- Understand the risk you are willing and able to accept.
- Have a portfolio invested in line with your bespoke risk mandate that takes the minimum level of risk required to achieve your goals.
- Understand the adopted investment strategy.
- Know your portfolio is as tax-efficient as possible.
- Only pay fees that are clear and crucial to the success of your strategy.
- Understand how your investments are performing against your goals
- Have access to portfolio valuations at the touch of a button.

Affinity

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Affinity Integrated Wealth Management

Inspire House,
Tonbridge Road,
Maidstone,
ME16 8RT

T: 01622 235 222

E: enquiries@aiwm.co.uk

W: www.aiwn.co.uk