

ADVISER OUTSOURCING



Michael Roberts

Protect and Invest

Michael Roberts has been advising clients for 10 years, during which time he has developed a specialism in trusts and investments, although he remains a general practitioner. He holds the diploma in financial planning and is working towards chartered status.

Protect and Invest started in 2005 as part of a firm of chartered accountants and most of its clients are business owners, senior employees or retired. Roberts and business partner Melvin Czapalski completed an MBO two years ago.

FACT CHECK

TOTAL ASSETS OUTSOURCED:

£10m

PREFERRED PLATFORMS:

Nucleus, Skandia

AVERAGE PORTFOLIO SIZE:

£350k

WHICH DFMS DO YOU CURRENTLY USE:

Quilter, Cazenove, 7IM, Standard Life Wealth, Investec

WHAT ARE THE MOST IMPORTANT FACTORS FOR YOU WHEN SELECTING A DISCRETIONARY FUND MANAGER (DFM)?

I believe true discretionary management is an elite service for our wealthy clients, so it goes without saying that excellent service is of paramount importance. A strong investment process, with the ability to give an indication of expected return and volatility, helps with planning. I prefer to see more added value from a DFM than simply following a benchmark and switching funds without having to gain client authority first.

WHAT ARE THE LEAST IMPORTANT FACTORS?

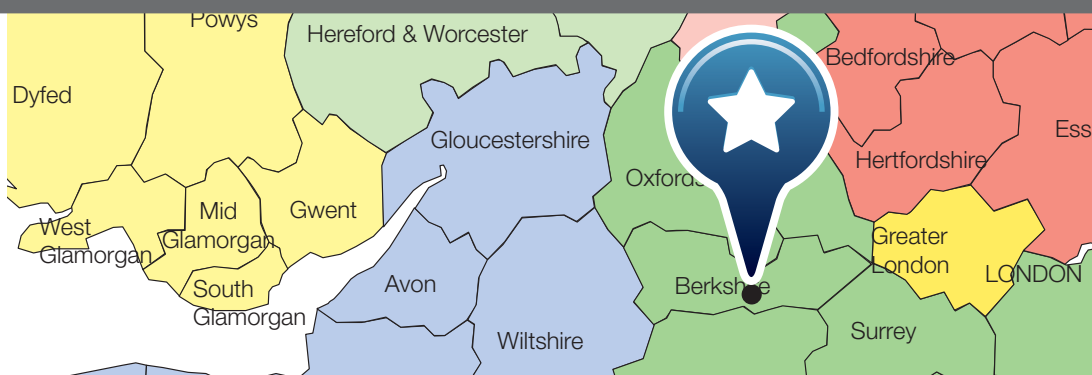
A smart, professional office is important to create the right impression, of course, but remember the client is visiting their investment manager and not an art gallery, so expensive sculptures and works of art are not required. The same goes for private dining rooms and butlers; such things are more likely to turn off rather than impress.

WHAT WILL MAKE OR BREAK A PITCH?

The age old adage 'people buy people' couldn't be more accurate. In our experience, clients want an investment manager they feel comfortable dealing with, someone who will listen to them, understand their concerns and objectives, and can talk to them on the same level. Talking at a client for an hour with a generic sales pitch or trying to blind them with science doesn't go down well. Clients are generally investing large sums when using a DFM; give a tailored presentation and bear in mind that the client may be wealthy, but that doesn't make them an investment expert so avoid jargon and talk in plain English.

LOCATION

Newbury, Berkshire



WHAT DO YOU VALUE MOST IN A DFM?

RELATIONSHIP



PAST PERFORMANCE



REPORTING



SIZE OF FIRM



STRENGTH OF PROCESS

