



**CHARLOTTE SQUARE**  
INVESTMENT MANAGERS

## OUR MPS PROPOSITION

Our advice will give your  
investments direction

APPROVED FOR PROFESSIONAL USE ONLY

[www.csmanagers.com](http://www.csmanagers.com)

Charlotte Square Investment Managers is a trading name of CS Managers Ltd (registered in Scotland SC231678).  
Registered Office 43 Charlotte Square, Edinburgh EH2 4HQ. CS Managers Ltd is authorised and regulated by the  
Financial Conduct Authority (reference number 830853).



# A MANAGED PORTFOLIO SERVICE (MPS) FOR FINANCIAL ADVISERS

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## WHY CHARLOTTE SQUARE?

**We, at Charlotte Square, have a long track record in discretionary investment management, borne out of a desire to look after clients' money in the way we would like it looked after for ourselves.**

Our **Managed Portfolio Service** offers our expertise in portfolio management that is exclusively available through our network of established relationships with Independent Financial Advisers across the UK.

MPS may not suit every client who is looking to invest which is why we leave it to you, the Advisers, who have detailed knowledge of each individual client's personal and financial circumstances, to make that assessment.

**You determine what best complements your client's overall financial planning, as their Agent.**

**We determine and manage** the range of risk rated portfolios that you can select. This 'Agent as Client' model leaves you fully in control of your relationship with your clients.

LET US SHOW YOU HOW YOU COULD  
MAKE MORE OF YOUR CLIENTS' MONEY



# A MANAGED SOLUTION OF CHOICE FOR YOU



## WE CAN ASSIST YOUR CLIENTS BY BUILDING A RANGE OF MANAGED PORTFOLIOS THAT ALLOW YOU TO:

Focus on continuing to provide  
high quality financial planning  
advice to your clients

Retain input through a joint  
investment committee

Access a cost effective, actively  
managed portfolio solution

Provide portfolios designed  
to cater for your clients' needs  
rather than off the shelf models



**JOINT  
INVESTMENT  
COMMITTEE**



**CHARLOTTE SQUARE**  
INVESTMENT MANAGERS



**FUND/STOCK RESEARCH  
PORTFOLIO  
IMPLEMENTATION**

# WHAT YOU CAN EXPECT FROM US

## ACTIVELY MANAGED

We create diversified and robust multi-asset portfolios to meet differing investor risk profiles.

As a starting point, Advisers have the choice of five risk rated portfolios. Each has its own mandate that determines the shape of the investments we select and the relationship between the risk and the expected return. As their Adviser, you can decide which best meets the differing client needs according to their personal circumstances, risk appetite, objectives and investment goals.



We are keen to work closely with you from the outset, as our approach is somewhat different to that of other providers. Rather than launch our solutions on every platform, we prefer to find out where your client assets are hosted and ensure that our quality portfolios can be managed as effectively as possible.



Alternatively, we can work with you to build portfolios that meet your clients' requirements, such as replication (as closely as possible) of their current portfolios or inclusion of preferred funds (subject to satisfying our own due diligence and research).



### STRATEGIC FOCUS

Strategic asset allocation provides the anchor for portfolios. It is therefore the most important area to both focus on and to get right. Our investment team has expertise in both strategic asset allocation, security selection as well as implementation.

### ADVISER SUPPORT

Quarterly portfolio factsheet including performance management and market update. Explanation of significant dealing or structural changes to the portfolios. Access to a dedicated investment team for up to date commentary.

### ROBUST RISK MANAGEMENT

Each strategy employs institutional style techniques not typically available to private investors. Each underlying investment is subjected to rigorous quality control and due diligence procedures.

### PROVEN PROCESS & SUCCESS

Building effective and robust strategic frameworks for client assets has been at the core of Charlotte Square Investment Managers for over 20 years.

### DIVERSIFICATION

Each strategy is sensibly spread between major asset classes, instruments and regions.

# OPERATING FRAMEWORK

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**The overriding principle within our operating framework is one of effective communication. We understand the drivers behind you considering MPS as part of your Centralised Investment Proposition. We aim to support you with this.**

Rebalancing will take place on a calendar quarter as a minimum, or more frequently should we decide that it is required. This is driven by market conditions or as a result of our research and the need to change allocations to certain instruments within the structure. As noted above, we will ensure you receive insight into the rationale.

For unscheduled rebalances, we will contact you to discuss our reasons, affording you the opportunity to manage client expectations e.g. where there could be negative impact due to pending capital or income payments.

Clients have the option to take a regular income from the portfolio, whether that is accrued income or a set monetary figure (platform dependent).

We believe in building robust investment portfolios by utilising the best third-party fund managers (where applicable) - paying for quality - while still being cost conscious overall.

You can offer your clients access to a range of portfolio types, including Individual Savings Accounts, Offshore Bonds, and Self-Invested Personal Pensions.

## PLATFORM AVAILABILITY

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It is not our intention to offer our MPS solutions on a wholesale basis across many different platforms simultaneously. Instead we are opting for a more considered approach by working with you to understand your platform of choice and launching after completing the required due diligence.

This considered approach affords us valuable intelligence around the different operating standards, investment universe, and whether there is an acceptable level of compromise on the structure/asset allocation/implementation of our portfolios.



# RISK SPECTRUM

Our MPS Service covers a range of risk profiles and investment objectives

	STRATEGIC EQUITY RANGE	PORTFOLIO RISK CATEGORISATION
CS MPS 1	25-40%	CONSERVATIVE
CS MPS 2	40-55%	MODERATELY CONSERVATIVE
CS MPS 3	55-70%	BALANCED
CS MPS 4	70-85%	GROWTH
CS MPS 5	85-100%	ADVENTUROUS

RISK MAPPING	DYNAMIC PLANNER	ORRA RATING*	FINAMETRICA	DEFAQTO
CS MPS 1	3	2/5;3/7	26-40	3
CS MPS 2	4	3/5;4/7	41-52	4
CS MPS 3	5	3/5;5/7	53-64	5
CS MPS 4	6	4/5;5/7	65-79	6
CS MPS 5	7	4/5;5/7	80+	7

\*Oxford Risk Research & Analysis

## EXAMPLES OF THE INVESTMENT MIX

### CONSERVATIVE

This portfolio will largely be made up of defensive holdings to provide greater stability, It would be reasonable to expect some fluctuation in value - but generally lower than those of major equity markets. The investment mix would likely include a higher exposure to fixed income and lower exposure to more capital growth assets.

### MODERATELY CONSERVATIVE

This strategy is aimed at producing positive total return outcomes with an element of higher volatility from a higher proportion of equities and alternative investments, but with a majority portion of defensive assets, reflecting a lower risk.

### BALANCED

This portfolio would tend to be made up of a more even balance between defensive and growth holdings, with a meaningful exposure to equities (with the potential to target growth) with an equal emphasis on defensive investments, usually with an income bias.

### GROWTH

The portfolio composition here would be made of diversified equity holdings aimed at providing long term capital growth. Investments would be expected to fluctuate in value but with an underlying growth bias. The defensive portion invested in assets with lower risk characteristics is designed to reduce volatility and enhance total returns.

### ADVENTUROUS

The aim is to generate growth in real terms over the longer term from diversified equity holdings containing an element of higher risk and greater volatility. We would expect the value of investments to fluctuate in response to equity markets.

# FINANCIAL ADVISER SUPPORT

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**We believe that teams work best with effective communication and a shared understanding.**

Just as our portfolios are distinct from mass market MPS, we will keep our Advisers up to date with key decisions within the portfolio throughout the relationship.

We can also customise the level of communication and information flow to meet your requirements. Some examples are:

- Quarterly portfolio updates
- Quarterly Investment Meetings with you to discuss performance and portfolio construction
- Ongoing support from our Investment Management team

Our Operations team can help where we can with platform set up issues or on-going reporting.


## DISTRIBUTION STRATEGY

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This would be covered in an Intermediary Agreement between us setting out our respective roles and responsibilities. In particular, we will ensure that Advisers, as Distributors, are supplied with all the information you need from us, with which to assess both the suitability of the selected portfolio for the individual client and also the value that it represents for them. In return, we will work to ensure that the service we are providing meets the needs of the identified client base - by listening to your feedback on the chosen client groups and any complaints or other issues raised.





If you would like more information on our MPS offering and how we might be able to help you, please get in touch



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#### **IMPORTANT INFORMATION**

Charlotte Square Investment Managers is responsible for managing the MPS model portfolio on a discretionary basis in accordance with the stated investment objectives and risk profile for the MPS portfolio. The professional adviser (Adviser) is responsible for advising the client as to the selection of an MPS portfolio, the associated charges, and for assessing the suitability of the chosen MPS portfolio for the client on an ongoing basis. We do not provide financial planning or tax advice and individual professional advice should be sought. Tax treatment depends on individual circumstances and may be subject to change in the future. Opinions constitute our Judgement as of this date and are subject to change without warning. The investment products referred to in this document may not be suitable for all investors. The value of investments, and the income from them, can go down as well as up, and investors may not recover the amount of the initial investment. Where an investment involves exposure to a foreign currency, changes in rates of exchange may cause the value of the investment, and the income from it, to go up or down. Past performance is not a reliable indicator of future results and forecasts are not a reliable indicator of future performance. All material has been obtained from sources believed to be reliable, but its accuracy is not guaranteed, and so no warranty is given for decisions made on reliance of this. Neither CS Managers Ltd, Charlotte Square Investment Managers, nor any connected party accepts responsibility for any direct or indirect or consequential loss suffered by any person as a result of acting, or deciding not to act, in reliance upon any information contained in this document.