

JM FINN

Investment | Wealth

Investment Management Service



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**Very knowledgeable,
always approachable,
very efficient and
very helpful.**

JM Finn client



A personal service

JM Finn is a specialist wealth management firm, underpinned by many years of investment experience meeting individual demands for individual investors. We understand that wealth means different things to different people and how we manage it reflects that.

With a dedicated Investment Manager as the central point of contact, clients of JM Finn can expect a personalised approach when entrusting their wealth to us. We look to build long-term relationships with our clients and in turn, they value us as a trusted provider of sound investment and wealth management expertise.

With a rich history of managing investments for the whole family, often across multiple generations, we know there is a need to offer services to suit individual investors' differing needs. We use a generally conservative approach to investing, and seek to generate good returns for investors over the long term as opposed to targeting quick gains.

What is the Investment Management Service?

JM Finn's Investment Management Service offers a 'pooled' approach to investing - meaning your money is collectively invested with money from other investors into a fund, which is managed on a 'discretionary' basis by a specialist team. We will make investments in different asset classes, as we see fit, to meet the specific investment objective.

Who is the Investment Management Service most suitable for?

The service can be used by private (individual) clients, trusts, charities and SIPPs. With no minimum amount that can be invested in the fund the service can be appropriate for all levels of investment.

Investment types that would be suitable include:

- Individual Savings Accounts (ISAs)
- Junior ISAs
- Personal Pension plans such as SIPPs
- Trusts
- Other long-term general investment accounts



I trust JM Finn to act in my best interest and have not been let down.

JM Finn client

What are the benefits of using JM Finn's Investment Management Service?

Whatever stage of life you are at, we can help you to cultivate and protect your finances.

Collective purchasing power: Investing in the fund gives clients much greater buying power than if they were investing on their own, as it reduces the cost of investing.

Diversification: It enables us to invest in a wider, more diversified spread of assets than if you invested alone. This can mean that the risk is often lower because the overall effect of one investment on the portfolio's performance is much lower.

Cost effective: Collective pooled investing is often much more cost effective than running an individually tailored portfolio.

Flexibility to seek the best value: While many firms invest solely in third-party funds across all regions, our fund managers adopt a nimbler

'best of both worlds' approach. Where possible, they invest directly into companies in highly developed markets to keep portfolio fees low, while using third-party funds to gain exposure to emerging regions and themes.

Flexibility to buy and sell shares: Unlike many competitor firms, we won't charge you an exit fee if you need to sell your shares.

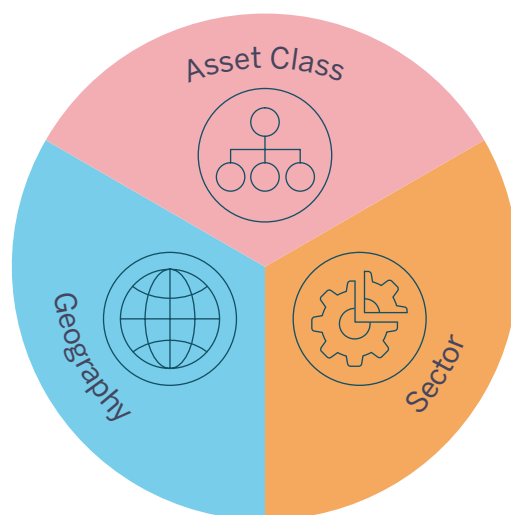
Your own dedicated Investment Manager: What makes JM Finn different is that you will have your own Investment Manager as a primary point of contact, with all the benefits of the award-winning, high quality, personal service that JM Finn is known for.

Why is it important to diversify your investments?

As the old adage goes, don't put all your eggs in the same basket. It's the same when it comes to investing – you don't want to back one company or theme in case it comes up against tough times and their values fall.

When you invest in the Investment Management Service, we will aim to mitigate the risk by diversifying your portfolio in a broad range of different asset classes. This may include company shares (equities), fixed income investments (types of loan) issued by governments or companies, and diversifiers such as commodities (eg gold) and cash.

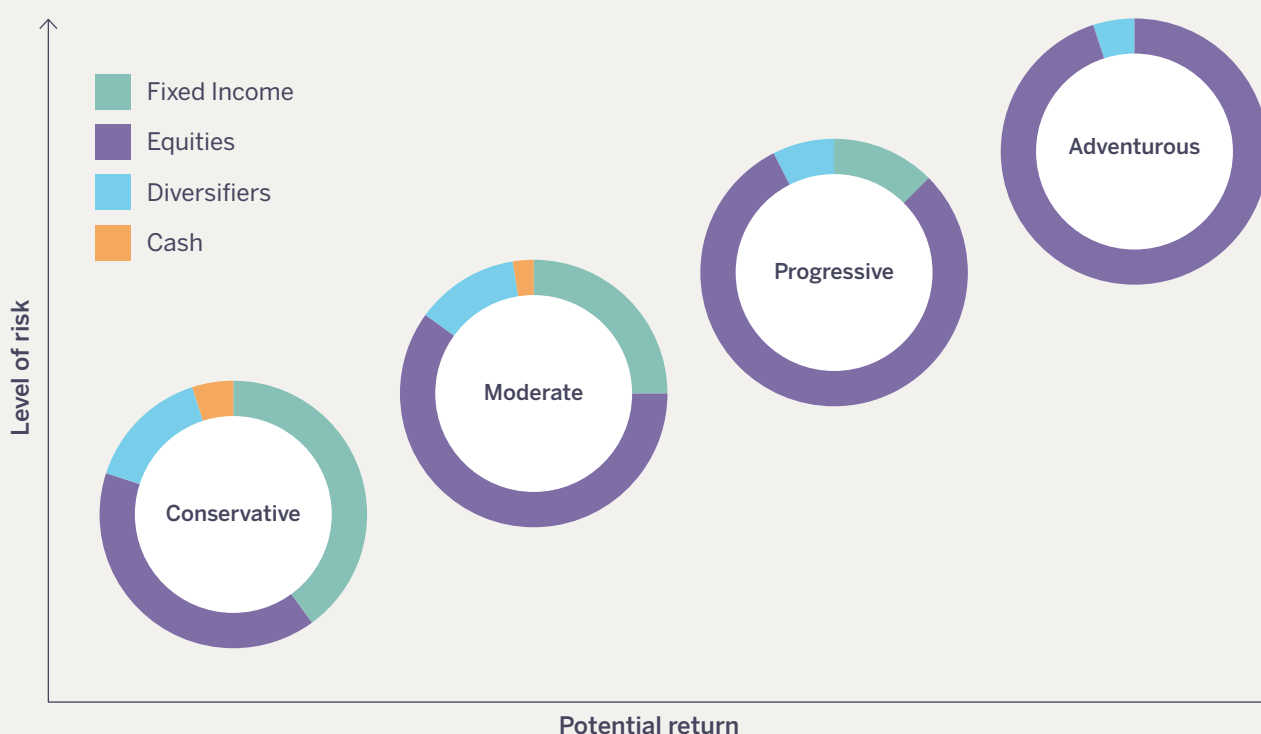
Particularly for equities, we will invest in companies across different assets, regions and sectors to benefit from growth in a range of markets. Diversification can be a good way to help mitigate investment risk.



Portfolios tailored to your risk appetite

JM Finn offers four different portfolios within the Investment Management Service which cater to different risk appetites.

The lowest risk portfolio, the Conservative portfolio, has a lower allocation to equities than fixed income investments, while the opposite is true for the Progressive and Adventurous portfolios. This is because equities are typically deemed to offer the potential for higher returns, but may also be riskier than fixed income assets.



What do the funds invest in?

The funds are invested for the long term so, typically we look to buy investments that will outperform their markets over an economic cycle.

The funds are made up of a diversified mix of asset classes and geographies and adopt a blended approach in how they access those assets through a combination of direct investment and third-party funds.

We invest in **direct investments** to take advantage of our in-house expertise and long-standing equity research capabilities.

We also use **third-party active funds** (which are managed by a fund manager) to access specialist or thematic areas of the market, and for those areas which might be less-well covered by financial analysts, where we might find an opportunity.

Our blended approach also uses third-party **passive funds**. These are typically index-tracking funds which help us gain cost-effective and diversified market exposure.

We use cash as an active asset class which allows us to be opportunistic with new investments as and when we find them, whilst allowing for a more defensive approach when we feel markets are too volatile.

We typically avoid complex assets, such as structured products and unregulated investment funds.

How do I determine my capacity for risk?

This is personal to you and may depend on many different factors such as your ability to withstand financial losses, whether you have dependents who rely on you financially, your age, your employment situation and income and the length of time you are able to remain invested.

JM Finn partners with an independent provider, Oxford Risk, to offer a Financial Personality Assessment to help you determine your tolerance for risk and to select an appropriate portfolio. Oxford Risk was founded in 2002 by Oxford University academics and is a leader in the field of behavioural finance.

Further information can be found in our Risk and Investment Services brochure.

The JM Finn investment approach

Minimising the fees you pay

Thanks to our blend of direct investments, active and passive funds, we are able to minimise the costs of the funds, particularly compared to those investment managers who solely rely on using third party funds. This is because investing directly in company shares (equities) typically incurs lower fees.

Backed by thorough research

Investment decisions backed by insights from a dedicated Investment Office, consisting of in-house researchers and the fund managers, inform our portfolio construction, with a focus on meeting with those companies in which we invest your assets.

A robust and thorough investment methodology sits at the heart of the Investment Management Service.

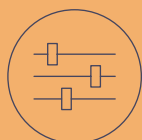
Overseen by the Investment Office, various experts across the firm play a role in researching and assessing the viability of stocks and assets for investment. This includes conducting due diligence by meeting with key company representatives and regular contact with those third-party fund managers in which we invest. We review our investments on an ongoing basis to ensure that the rationale for remaining invested continues to be sound.

Our investment process



Long-term Strategic Asset Allocation

Defined centrally by the Investment Office based on objectives, long-term return expectations and benchmark allocations.



Tactical Asset Allocation

Defined centrally by the Investment Office based on macro-economic outlook to reflect high conviction views.



Research

In-house research team, 14 sector specialists, close collaboration with parent company.

Equities:
direct, passive & active equity funds.

Fixed Income:
government bonds & corporate bond funds.

Alternatives:
active and passive investment funds.



Portfolio Implementation

Limitations on:

- Sector exposure and stock specific exposure (direct assets)
- Exposure by provider (passive funds)
- Style bias (active funds)
- Duration (fixed income)

Your portfolio at your fingertips

Clarity in investing

At JM Finn we believe that clear communication is the foundation of a strong relationship – and our Investment Management Service is no different. We pride ourselves on our approach to avoiding jargon where possible. Where we do need to use technical terms, we provide explanations within the “Understanding Finance” section of jmfinn.com

As well as having an individual Investment Manager who will be your primary point of contact, you will be able to access your portfolio via our online client portal.

Here you can see a comprehensive breakdown of your investments – such as the names of the companies held in your portfolio, currencies held in the fund, and a current valuation of your portfolio, as at the previous night's close.

Online security

Our portal also provides you with access to your individual personal library, where you can download your quarterly periodic statements, detailing the performance of the fund. This online function delivers a comprehensive reporting capability and ease of administration, complementing the personal service which is the hallmark of our client-centric approach.

Our fees

The costs for this service are split between a service fee of 0.5% of the value of the holdings and an investment management fee of 0.6%. Additional charges, such as the underlying costs of investing in third-party funds, are also applied and are varied across the funds. Specific details are provided to clients prior to investment and reviewed in detail annually.



Get in touch

If you have any questions about
how we can help build the future
you want to see, please call

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Important Notes

Investment involves risk. The investments discussed 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 get back the amount originally invested. This document is for information purposes only and has no regard for the specific investment objectives, financial situation or needs of any specific investor.

JM Finn is a trading name of J.M. Finn & Co. Ltd which is registered in England with number 05772581. Authorised and regulated by the Financial Conduct Authority.

All client quotes used in this document are taken from the November 2023 client survey.



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