Standard Life Wealth

Why use Discretionary Fund Management Services

For investment professionals only.

In a period of such market volatility and uncertainty, many advisers will be thinking again about whether they want to continue to undertake the management of their clients' investment portfolios.

Do they have the resource, experience and time to do their clients justice? Many already have outsourced some of their investment process to a multi-manager, and will continue to do so. But will this be acceptable to the 'bigger' clients who will perhaps be expecting more?

A strategic partnership with a Discretionary Fund Manager may be the answer, and provides wider benefits for Financial Advisers:

- Investment supported by a large research department
- Constant portfolio reviews and consistent investment processes
- Portfolios stay closely aligned to the desired profile
- Access to funds & assets not normally available to retail investors
- Allowing advisers to focus purely on Financial Planning

Why Choose Standard Life Wealth

Standard Life Wealth is part of The Standard Life Group. The Standard Life Group is dedicated to the support & success of Financial Intermediaries and heavily reliant on high quality Financial Planning for the distribution of core products and services.

Standard Life Wealth understands the challenges facing modern Financial Advisers and their customers, and is designed to compliment the needs of today's retail investors.

Standard Life Wealth is fortunate to have access to the outstanding research capabilities of Standard Life Investments. Our sister firm, Standard Life Investments is one of the UK's pre-eminent institutional investment houses with assets of £153.8 billion under management as at 30th September 2010.

Standard Life Wealth builds investment solutions around client goals and risk parameters. This strategic investment strategy relies on accurate Financial Planning and frequent client assessment. Standard Life Wealth views the DFM and Financial Adviser as a team.

Many of our clients wish to have whole of market fund exposure to be able to access **'best of breed'** fund managers from a wide range of different houses. Through a combination of quantitative screening and propriety research.

Standard Life Wealth analyses a broad universe of funds. We pride ourselves in meeting every fund manager we invest in.

Standard Life Wealth offers clients access to Institutional Investment Techniques and charges, enhancing medium to long term wealth creation.

Standard Life Wealth offers Financial Advisers and their customers a transparent and open service. Clients & their Advisers have full access to portfolio managers, investment strategies, statements, performance, and online administration support.

Standard Life Wealth has a record of performance and growth which we are very proud of:

Standard Life Wealth medium risk portfolio	**22.0%**
FTSE All-Share	21.9%
APCIMS Income	20.3%
APCIMS Balanced	20.4%
APCIMS Growth	20.8%

The data in the illustration show the representative performance of a SLW medium risk portfolio targeting a Libor +3% return after fees and charges.

The indices are the APCIMS and FTSE All Share and the data shown is for the period (31/07/2008 to 31/12/2010). The APCIMS and FTSE All Share index returns do not include fees.

Warning: Past performance is not a guide to future performance.

Standard Life Wealth can be accessed via the following Platforms & Tax Wrappers:

AXA Isle of Man	Offshore Bond
CMI Offshore	Offshore Bond
AVIVA (formerly Norwich Union)	Offshore Bond
Standard Life	Offshore Bond
Skandia	Offshore Bond
Isle of Man Assurance	Offshore Bond
Friends Provident	Offshore Bond
Liverpool Victoria	SIPP
Suffolk life	SIPP
James Hay	SIPP
Hornbuckle Mitchell	SIPP
SIPP Centre	SIPP
Alliance Trust	SIPP
AJ Bell	SIPP
Origen	SIPP
Fundsnetwork	SIPP
Standard Life (SLAL & SLTC)	SIPP

Source: Standard Life Wealth: 31/12/2010.

To learn more about Standard Life Wealth, or to request a brochure or meeting Click Here

To learn more about DFMs and Standard Life Wealth through our Adviser Podcast Click Here