

# Insider

November 2018

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Fergus Lyons  
Managing Director

There's a real buzz around AJ Bell at the moment as people across the business work hard to prepare for our listing on the Main Market of the London Stock Exchange. It's not guaranteed to take place, but if all goes well it should provide a terrific platform to continue to grow the business. We really want our customers to share in this important event, so elsewhere in this issue of Insider I've explained how your clients can get involved in the IPO if they want to ... happy reading.

## AJ Bell Investival

A huge 'thank you' to those who joined us for AJ Bell Investival 2018. As each year passes the event goes from strength to strength, and we are proud to host what many say is one of the biggest and best investment conferences on the circuit.

With the likes of Richard Buxton, Mark Barnett and Robin Geffen joining us, the quality of the speakers was outstanding and the topics they discussed will provide serious food for thought as we head towards 2019. As usual, we will shortly be circulating a number of short Q&A videos that we filmed with the speakers on the day.

***“...we are offering priority registration for AJ Bell Investival 2019.”***



Anyone who attended this year will have seen that we had a full house. With this in mind, we are offering [priority registration](#) for AJ Bell Investival 2019. If you provide us with a few details we'll secure your seat and confirm when the date has been set for you to officially sign up. I hope to see you next year.

## More charge reductions

### USING BULK DEALING/MODEL SERVICE



If you use our platform you will know that we have built our success on great service, easy-to-use functionality and a comprehensive range of investments, all packaged together at a competitive cost. However, we never rest on our laurels and we always listen to feedback. On the back of this, I can announce that from 1 January 2019 we will be removing the £1 dealing charge that applies to all deals carried out via our Bulks & Models tool.

In addition, 1 January will also see us remove the SIPP establishment and quarterly administration charge for Junior SIPPs (where all assets are held in the Funds & Shares Service). These charges will not apply until junior reaches age 18.

If you would like a member of our Business Development Team to contact you to explain more about these charge reductions please [email us](#) to set up a call.

## Funds & Shares Service XO option

I am delighted that we have been able to extend our Funds & Shares Service XO (F&SS XO) dealing option to include ISA and GIA account holders. This gives you the scope to provide clients with the option to place deals on all or part of their SIPP, ISA and GIA accounts.

Clients using the F&SS XO option will be able to access our investment universe, research centre and investment tools, and if we need to get in touch we will notify them by secure message.

**“...we have been able to extend our Funds & Shares Service XO (F&SS XO) dealing option to include ISA and GIA account holders.”**

We will be adding the F&SS XO as an option on the application process for new customers. In the meantime, if you want to set up an F&SS XO account for either a new or existing client, just complete our [F&SS XO account opening form](#).

## AJ Bell IPO

As mentioned in my introduction, we plan to list AJ Bell on the Main Market of the London Stock Exchange in December this year.

When the application period opens, you can apply for AJ Bell shares on your clients' behalf through the Funds & Shares Service advisory account by calling our Dealing Services Team on 0345 373 3473.

If you have enabled clients to make execution-only deals within their SIPP, ISA or GIA they will be able to make a cash movement to their F&SS XO account and apply for shares online.

Please note that, in order to qualify for the IPO, your client must be a resident in the UK and have opened an account with AJ Bell by 15 October 2018. If your client became a customer after 15 October 2018 they can still take part in the IPO but only if applying for shares using an ISA – which, for technical reasons, doesn't have an equivalent early cut-off date.

Investors may only apply for shares on the basis of the information that will be provided in a formal prospectus approved by the FCA. If the IPO goes ahead, the prospectus is expected to be available on the AJ Bell website on or around 27 November 2018, so please keep an eye out for this.

Finally, please note that there is no guarantee the IPO will proceed. For more information, please [read our IPO FAQs](#).\*

## Lang cat award

I am proud to tell you that AJ Bell Invescentre was named 'Best overall advised platform of the year' at the recent lang cat awards in London. Here is what the lang cat said they were looking for when choosing a winner in the category:

*“The winner of the lang cat's advised platform of the year award has to have it all. Or very nearly all. The platform should be financially sound and able to withstand the inevitable slings and arrows of outrageous platform market fortunes. It should also have one eye on the future with updates and enhancements always on the agenda. There must be a clear evidence of ongoing investment above and beyond regulatory requirements. We were looking for a market-leading reputation for both service and proposition. The proof is in how effectively it captures and retains business, so we were also looking for a stable, or ideally increasing, market share of flows.”*



And here are the reasons why they decided AJ Bell Investcentre deserved the title:

*“AJ Bell Investcentre does most things very well. This may sound like faint praise for our platform of the year but the power behind the statement should not be underestimated. Platforms have to do many, many things. Lots and lots of plates are continually spinning and when one gets dropped advisers, customers and reputations tend to suffer. To do ‘most things very well’ is actually doing very well indeed. Congratulations to AJ Bell.”*

We couldn't agree more with their assessment!

## MPS – Make Perfect Sense

Have you seen our latest ‘Make Perfect Sense’ campaign for the AJ Bell Managed Portfolio Service? It highlights how, even though we already charge some of the lowest management charges in the industry, we continually strive to further reduce costs for your clients wherever possible.

**COSTS CAN BE CONFUSING; OURS MAKE PERFECT SENSE**

Our range of 16 managed portfolios, with a total cost of ownership from as little as 0.52% p.a. make perfect sense, whatever your client's requirements.

AJ Bell AMC	0.18%*
+ Underlying OCF	0.14%
+ Platform charge	0.20%
	0.52%

\*MPS AMC: 15bps + VAT

For further information on our Managed Portfolio Service charges, please read the AJ Bell Investments ‘Commitment to choice and cost’ document.

## New reports for free on our Due Diligence Hub

The FCA published Policy Statements PS18/6 and PS18/20 over recent months, introducing us to exciting terms like ‘appropriate pension transfer analysis’ (APTA), and the ‘transfer value comparator’ (TVC).

To help you make sense of all this we are working with Rory Percival, who worked in financial advice firms for twenty years, then spent a decade with the FCA, before going on to set up and run his own training and consultancy firm.

During his time with the FCA Rory played a key role in guiding the way the organisation thought about and supervised advisers, meaning that he understands the FCA better than most. Rory has used this insight to produce an article which covers topics like:

- Policy statement 18/6
- Appropriate pension transfer analysis (APTA) and the transfer value comparator (TVC)
- Assessing suitability guidance
- Policy statement 18/20

You can find the article on our [Due Diligence Hub](#) now. The Hub also features Rory’s invaluable ‘An ex-regulator’s guide to ... Defined benefit transfers suitability and controls’, which provides a wealth of information and case studies on issues around suitability and controls.

You will also be able to download FinalytiQ’s latest Advised Platform Report free of charge.

As ever the wise folk at FinalytiQ were complimentary about AJ Bell, giving us a financial performance rating of ‘Excellent’. I would urge you to find out what else they have to say.

***“You will also be able to download FinalytiQ’s latest Advised Platform Report free of charge.”***

## World Investment Outlook 2019

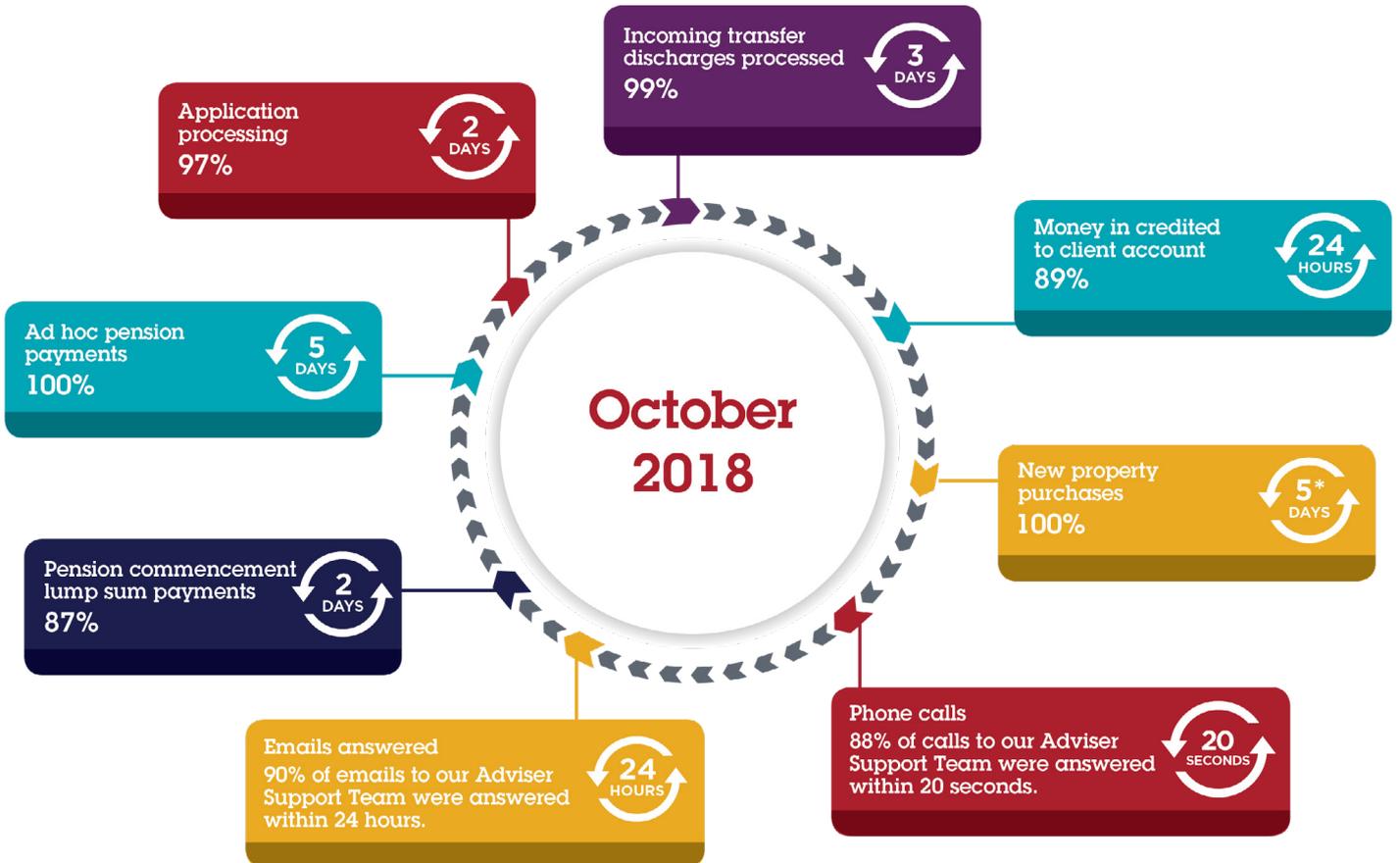
Once again our Investment Director, Russ Mould, has pulled out all the stops to deliver our World Investment Outlook - an invaluable publication, covering all the main political, economic and market issues that are likely to impact the different global markets in 2019.

You can [download your free e-copy here](#), I am sure you will find it a fascinating read.

## Monthly service performance

To give you a flavour of our service delivery and how we are performing, our typical turnaround times for a number of key service areas are outlined below.

The information below is not provided as a formal measure of our service levels, but rather to give you a general flavour of how our Customer Services Team is currently performing.



\*Assuming all required information and documentation has been received.

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## Key contacts

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