

## Investment Philosophy

This is our Investment Philosophy which describes our approach to the provision of investment advice. It outlines our beliefs about investment and explains our approach to managing your money. But it is also about how you are involved with the decisions about investing; after all it is your money.

1. Investors should understand their reasons for investing and how a plan is designed to meet their goals.
2. A conversation about risk and its many dimensions is the crucial first step when investing.
3. Investing for the long term is very different to saving for the short term.
4. Real assets outperform monetary assets over the long run.
5. Paying unnecessary tax erodes profits so tax efficiency is key.
6. The vast majority of long-term investment returns come from asset allocation.
7. Diversification using mainstream asset classes can reduce risk without destroying returns.
8. Trying to time the market is a near impossible task, achieved more by luck than judgement.
9. Costs are certain and returns are not – so they should be kept to a minimum.
10. Active management and passive strategies can both play a valuable role in a successful investment portfolio.
11. Investment success comes from the consistent application of a robust process.
12. Circumstances change over time — the investor's and the investment's — so any approach must evolve over time.

If you don't understand anything here please ask us, there is no such thing as a dumb question when it comes to looking after your money!

