



PAUL LINDFIELD

SEDULO WEALTH MANAGEMENT

Paul Lindfield uses Brown Shipley to allow the firm to focus on financial planning and spending time with clients, and to help future-proof his model portfolios

TIM COOPER

Since it began in 2013, Manchester-based Sedulo Wealth Management has outsourced certain investments alongside its in-house portfolios.

SUBSTANTIAL GROWTH

Initially, Sedulo used multi-asset funds and outsourced model portfolio services (MPSs). However, following substantial growth, the firm has undertaken a full review of its investment proposition and decided recently to start using discretionary fund managers (DFMs).

For suitable clients with more than £150,000 to invest, it has started recommending discretionary MPSs at review meetings. For those with £500,000 or more it is starting to use bespoke DFMs.

Sedulo director Paul Lindfield said: 'Following full due diligence and interviews with the team at all levels, we have selected a panel of DFMs, including Seven Investment Management (7IM), Standard Life Wealth and Brown Shipley. We are moving clients at review, where suitable, and think around 50% of our clients will be moving to a DFM. Around 120 of our clients will eventually be with Brown Shipley.'



The first reason for the transformation was to enable the firm to focus more on financial planning and achieving client goals, said Lindfield. 'We also decided to move towards DFMs as we thought their strategic and tactical overlays were superior,' he added. 'We were worried about how to future-proof our model portfolios against shocks such as the Brexit vote and felt a tactical overlay in a bespoke DFM would be better at that.'

THE RIGHT CHOICES

Lindfield said it chose Brown Shipley for the contact it offers advisers at all levels of the business; its ability to create bespoke portfolios; and its all-round good service and costs. 'We have good access to the chief executive, chief investment officer, analysts and the individual fund managers,' said Lindfield. 'That is important as it allows us to be more proactive with clients.' Sedulo chose Standard Life Wealth for its targeted approach; and 7IM for a proposition that it will aim specifically at professionals in accumulation. ■

ADVISER VIEW



TAILORED SOLUTIONS

Brown Shipley can keep to risk-volatility targets in a bespoke fashion.

STAFF ACCESS

We have good contact with staff at all levels.

SERVICE

Brown Shipley provides a good service generally.



SIZE

Brown Shipley is not the biggest firm and has a limited number of staff supporting intermediaries.

NEW TO ADVICE

It only recently started focusing more on the IFA market, having previously relied more on other professionals.

PLATFORMS ACCESS

Brown Shipley can only access a limited number of platforms, although the number is growing.

AVERAGE PORTFOLIO SIZE OF THE ADVISER'S CLIENTS

£650,000

MINIMUM INVESTMENT LIMIT FOR CLIENTS USING THE SERVICE

£150,000 for MPSs
£500,000 bespoke

NUMBER OF THE ADVISER'S CLIENTS USING THE SERVICE

37