



Longley Asset Management fact sheet



What is your corporate background?

Longley Asset Management Limited (LAM) is an independently owned investment management firm located in London and established by Melissa Longley in 2004. Melissa was previously a Director and Head of Advisory Fund Management at Kleinwort Benson Private Bank. LAM specialises in investment management services for private clients, charities, trusts and pension funds. We work closely with a number of professional advisers, including IFAs, solicitors and accountants, to construct and implement investment solutions for their clients.

Why should I consider using your discretionary fund management service?

Key reasons for choosing LAM include:

- No conflicts of interest – LAM has chosen to be classified as a 'restricted' business under the FCA RDR (retail distribution review) criteria. We maintain our total focus on providing investment management solutions.
- Qualified and experienced managers – Our investment managers have considerable experience gained over decades. All our investment managers are qualified to Level 6 under FCA guidelines, and all hold a valid Statement of Professional Standing. Our investment managers are chartered by their professional body, the Chartered Institute of Securities & Investments (CISI), so you can be confident that they have reached a high level of recognition and are maintaining their qualifications and professional development.
- Proven research process – We have developed a comprehensive process to ensure that there is sound justification behind our recommendations. Our specialist nature means that we can draw upon research material from a wide range of independent providers, rather than be restricted to only in-house material. We also have a detailed fund selection process so that we can be confident in choosing the most appropriate funds.
- Significant experience of working with introducers – Your team at LAM has worked closely with IFAs, solicitors and accountants for many years, and we fully understand how clients rely upon your choice of third parties to meet their needs.
- Flexibility to provide bespoke solutions – As an autonomous manager, we are able to make dynamic business decisions to provide tailored solutions for our introducers' needs more efficiently. We are not driven by in-house product solutions.
- Access to the investment team – We like our partners to have direct access to our investment managers so that they can obtain at first hand the rationale behind the decisions we make in providing our investment solutions. This access is complemented by quarterly oversight meetings.
- A comprehensive offering – We are a specialist investment firm, which unlike many larger firms, has absolute discretion over the type and size of fund in which we invest. As such, LAM is able to continue to participate in small or newly launched funds that may provide niche or risk diversification benefits. Of course such funds are subject to our usual rigorous in-house due diligence process.

What is your approach to discretionary fund management?

We believe that the key to successful investment is diversification across geographic regions, industry sectors, asset classes and asset managers. We support active investment management in terms of both the asset allocation and the selection of investments, and we also actively employ passive strategies where prudent.

Our investment process is focused and driven by our investment managers who work side by side every day. They meet formally every month to discuss strategic and tactical asset allocation, but the flexibility of being able to make decisions as required avoids any potential dilution of our views.

As with most investment houses, we have a top-down view driven largely by macro-economic circumstances and market valuation, with bottom-up input from our in-house research process and from the wide-reaching research we receive from an extensive range of providers.

Our portfolios are monitored to ensure that there are no significant differences in asset allocation from any strategic or tactical changes, and we carefully watch for any performance deviations.

What investment solutions can you offer through the Nucleus platform?

Bespoke Model Portfolio Services

Our considerable experience in managing globally diversified portfolios has given us the tools to provide effective Model Portfolio Services where these are required instead of traditional Discretionary Portfolio Management.

We have maintained four in-house Models since 2004 across different investment strategies and these are easily replicated on the Nucleus platform.

We like to work closely with strategic partners to provide bespoke Models that may more accurately reflect their client and business requirements. These may, for example, include the greater use of passive strategies or the avoidance of a particular asset class, or perhaps other mutually agreed criteria.

Strategic partners who use our bespoke Models are encouraged to attend a quarterly oversight meeting.

What are your fees?

Bespoke Model Portfolio Service

The annual investment management fee is 0.35% plus VAT.

Who should I contact to discuss the service further?

Melissa Longley, CEO and Chief Investment Officer
Or Paul Stevens, Investment Manager

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