



The Name
You Can Trust

A scenic landscape photograph featuring a body of water in the middle ground, surrounded by green and brown vegetation. In the background, there are large, rugged mountains with some snow or light-colored rock. The foreground is filled with a dense field of purple lupine flowers. The sky is a clear, light blue.

Growing and Protecting your Investments

Why Choose Smith & Pinching?

Our service offering is unique, professional and strong with a personal touch. We take our responsibilities very seriously, and do all we can to provide the best service to every client. We constantly look at ways to improve and provide even more value for money to our clients.

We work closely with professionals so that when our clients need help outside of our expertise, we can always find someone to help them.

With over £1.5bn of assets under our advice, we are one of the largest firms in the area and we were proud to be the first to be awarded the Chartered Financial Planners designation in 2009 by the Chartered Insurance Institute (CII).





S&P Bespoke Discretionary Managed Service

We offer something that is valuable - rather than outsourcing investment management, we have discretionary permissions. This means as Discretionary Fund Managers, we're able to manage a portfolio of investments on your behalf. If you opt for a discretionary managed portfolio, our Investment Managers will buy and sell assets within agreed parameters without consulting you. This means that we can react quickly to investment opportunities and changing markets.

Our Investment Team is led by two Investment Managers who have both achieved Chartered status. Their sole focus is the management of our clients' Investment Portfolio, giving them the ability to constantly monitor investment markets - watching for shifts in macro-economic indicators and assessing market trends, ready to adjust your portfolio quickly and effectively.

One of the main responsibilities of the team is the management of the S&P Bespoke Discretionary Managed Service. If you choose to invest in this service, we'll build a portfolio unique to you, tailored to your attitude to risk, long term goals, and objectives. Your portfolio will regularly be reassessed to ensure it continues to work for you.

S&P Model Portfolio Service

Alongside our Bespoke Discretionary Managed Service, we also offer a range of model portfolios. Within each model range, we have 10 models, graded from 1 to 10.

S&P Models

These are all of market model portfolios and are the purest representation of the Investment Oversight Committee's (IOC) investment views.

Low Charge Models

These models blend Active and Passive funds to match the asset allocation views of the S&P model range, but with a total fund ongoing charge below 0.5%.

Passive Models

This range uses passive funds in place of active ones, and aims to replicate the S&P whole of market range as determined by the IOC outlook. Passive funds mirror major indices by holding securities in the same weightings. Try do this with the aim of matching their performance as closely as possible.

Ethical Models

All holdings within the model are either screened by YourEthicalMoney.org, or after meeting with managers and our own ethical/ESG due diligence, we are satisfied that ethical criteria are being met.

Ethical Models

YourEthicalMoney.org provides a high-level overview of the fund's mandate whether it be excluding negative areas, such as tobacco or weapons, or focusing investment on positive investment criteria such as climate change goals or human rights initiatives.

Fund manager meetings allow the IOC to invest in funds which don't pay to have their funds screened and, although not strictly forbidden by the funds' Investment mandate, we would never choose to invest into, for example, tobacco. Similarly, property funds are not screened, but after meeting managers we're comfortable with the environmental measures, such as efficient heating or solar panels, being implemented by the properties held.

Within this range, we're unable to invest into Absolute Return type funds as shorting, making a profit from the falling of a share price, is deemed unethical.

The Suitability of the Models for their target market are reviewed at every IOC meeting. Every year the models are reviews and analysed by global investment banks to identify any unconscious style bias and reaffirm our intended investment risks.

Fund Selection

The IOC is comprised of eight members who meet monthly to discuss market commentary, identifying the current market conditions and outlook. These discussions formalise our IOC views and confirm that the views are reflected in the model ranges. From these discussions, we will make decisions to alter allocations to sectors, or to different types of fund within the same sector.

As you can imagine, there is a huge choice in investment funds, with thousands to choose from across 36 broad sectors. Finding the best fit for you isn't necessarily based on the fund which has the best performance over the preceding 12-months, or has the fixed interest fund with the highest yield. There is a huge amount of research to reduce the number of options into the funds we hold today.

All held funds are screened at each IOC meeting, any which fail to screen are then flagged for further research and justification for retention. At each meeting, we also screen fund sectors to review all funds (held or not) with the sector, to see if there are other funds performing well, which could warrant further research.

The portfolio construction activity looks to produce a risk graded portfolio for the present and coming economic environment, rather than being a collection of the best performing funds over the previous year. We try and construct a portfolio for the coming years. We study how the changes made to a portfolio have affected various risk metrics as well as the impact on charges and yield.

Every time the IOC meets, the process is followed ensuring a robust, repeatable management process as well as ensuring that model portfolios remain suitable for their target investors.

The IOC Team



Matt Keay
Investment Manager



Ross Henderson
Investment Manager



Scott Pinching
Finance Director



David Pring
Director



Richard Barker
Associate Director



Julian Bradshaw
Director



Lorraine Ames
Head of Technical



Matt Hinchliffe
Financial Planner



Matt Fretwell
Trainee Investment Manager

Financial strength and succession are key components of a strong Financial Planning practice, and we go above and beyond to ensure our clients will continue to be looked after by us for life.

Growing and preserving wealth requires careful planning as you seek to navigate taxes, inflation and investment risk. Our team gives you the knowledge you need to meet your goals confidently and prudently.

We employ over 125 staff, the majority of whom are based at our Headquarters on Aylsham Road in Norwich. In addition, we have branch offices in Eaton and Lowestoft.

What to Expect

We understand that you need to know what's happening with your investment portfolio. All of our investment management solutions include a secure online facility that you can access to view current information. The Investment Management team are happy to answer any queries you have about changes to portfolios.

Your Financial Planner will work with you to establish the investment parameters that will shape the recommendations we make now and in the future.

Once we have the full picture of your investor profile, we can select suitable investments and the appropriate management level. If you chose to consider the S&P Bespoke Discretionary Managed Service, we will issue a proposition document, setting out a detailed picture of the portfolio we could offer.

This will include:

- Analysis of your current financial position and your understanding of financial matters.
- Evaluation of your needs, goals and expectations.
- Assessment of your attitude to risk and capacity for loss.
- Exploration of other factors, such as ethical consideration.
- Review of the planning, as agreed.
- Flexibility and timing.

CONTACT

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Smith & Pinching Financial Services Limited is authorised and regulated by the Financial Conduct Authority.

The value of your investments may go down as well as up and you may get back less than you originally invested.

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