

# RAYMOND JAMES®

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## Hampstead

**Time is round, and it rolls quickly...**

**Raymond James, Hampstead,**

### **Annual Update**

As we move into our second year at Raymond James, Hampstead, we pause for breath and take some time to reflect on the last twelve months, which have flown by. We would like to share a few of the milestones we have passed, and provide an update for the coming year. We would also like to take this opportunity to thank all of our clients that followed us to our new proposition, for your confidence in our vision, and for sticking with us as we embarked on our new venture.

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## New Hires

Earlier this year, Latrena Petkova joined us as Senior Paraplanner and Operations Manager. For those who have met Latrena previously, you will know that she is not only a great person to work with, but extremely hard working with a fantastic eye for detail. We are delighted to have Latrena join our team and look forward to introducing her to all clients where possible.



Following in Latrena's footsteps, in July we were pleased to welcome Stuart Saberi, who we also worked with previously. Stuart joined us to become our Senior Investment Analyst.

Stuart worked for NLP Financial Management for over 11 years where he was responsible for the day to day management of the investment panel (the funds that are used in portfolios). Stuart has a unique talent for understanding how fund managers operate, identifying the strengths and weaknesses of funds, analysing how each fund interacts with another, and perhaps most importantly, constructing investment portfolios.

When speaking to people in the fund management industry, it is clear that Stuart has a growing reputation as a diligent, knowledgeable analyst and we are delighted to have him on board.

Stuart will sit on our investment committee and has taken on the day to day responsibility of meeting fund managers and constructing portfolios. Added to the existing investment resources we can draw on, we are excited to welcome Stuart on board and look forward to re-establishing our successful working relationship.

As we continue to grow we will recruit further likeminded people who fit in with our culture and who add value to our clients.



## New Office

As our team has expanded, we have taken the opportunity to move offices. As of late July, we moved to a new Central London location (details below). Being based in Central London, closer to fund managers and their teams, enables us to spend more time meeting and analysing new investment opportunities, as well as providing a more central base to meet our clients.

The eagle eyed will notice that the new office is not in Hampstead, however, we will retain access to our old Ballards Lane offices for clients who would prefer to meet in North London, and as we stress to all of our clients, we are happy to travel to your home or place of work for any meetings. All future correspondence should however be directed to the new address. Our phone numbers will remain the same.

**Raymond James, Hampstead**  
**2 John Street**  
**London**  
**WC1N 2ES**



## Raymond James, Hampstead in the Media

The past year has seen increased interest in our venture as we have gained momentum. Our quick growth and recruitment plans drew attention from the Citywire publication, Wealth Manager. In May, they interviewed us for their cover story, which you can find a copy of on our website.

Then in August, The Telegraph picked up on comments Andy had made on Inheritance Tax Planning and noted these in an article in their Money section. Following up on this, The Sunday Telegraph spoke with Andy at length about the common misconception that giving your house away can save inheritance tax. The article featured on the front of the Sunday Telegraph Money section in August, stoking interesting debate online.

Links to all the articles can be found on our [website](#), as can regular investment updates and comment.

## New Investment Committee Membership

Towards the end of last year, we were invited to join an external, independent Investment committee. The committee is made up of 7 firms in the South East of England and meets monthly to discuss the investment landscape and share ideas. Across the seven companies that make up the committee, we manage over a combined £500m on behalf of our clients and have in excess of 150 years of combined industry experience.

The committee is regularly invited in to fund houses to meet with their fund managers, which provides excellent insight. On top of the frequent fund manager meetings we at Raymond James, Hampstead hold, this is an incredibly useful new resource for us and a great sounding board for new ideas.

## Client Survey

Earlier in the year we issued a client survey to see how our clients feel about certain aspects of our proposition. We are extremely grateful for the responses we received and have provided a summary of these on the 'Updates' section on our [website](#). The message was overwhelmingly positive, but we won't take our eye off the ball and will continue to focus on service levels. We are all working to ensure the results of the next survey are equally pleasing.

## Top 35 Next Generation Adviser

Back in September last year we were delighted to hear the news that Andy had been named one of the Top 35 Next Generation Advisers. The Citywire publication 'Wealth Manager' drew up the list of the top under 35's in the advice industry.



Andy noted at the time: *"Our motivation for forming Raymond James, Hampstead earlier this year was to ensure we can embrace new ideas, new technology and move quickly as markets and legislation evolve – we wanted to be a 'next generation' company. Being recognised as a 'Next Generation Adviser' by Citywire is a huge privilege and shows that we are on the right track."*

Further details are available on our [website](#).

## Charity Run

"Healthy body, healthy mind" or at least that's the theory. In July three of us from the office undertook a 10k charity run around Regents Park. We were delighted to raise £1,000 for Shelter, and another £1,000 for St Barnabas House Hospice. If you saw us hobbling around in late July, this was the reason!



## MiFID II & GDPR

Over the past 12 months, there have been many changes behind the scenes that have been implemented as a result of new legislation, such as MiFID II and GDPR. These pieces of legislation continue to throw up new challenges as we work through them. This is where Raymond James have been a huge help, as they have invested the time to get on top of the changes that are required and allowed us to continue doing our day job of advising clients. Quarterly valuations are one of the new changes that you will have noticed, and in January 2019 we aim to release a new 'Costs & Charges' document which will detail the overall cost of investment management in the past 12 months.

We strive to provide complete transparency with all charges levied on our portfolios, so we are not anticipating any issues here. As this is a new exercise for the industry, it will likely raise the usual questions in the media around the value of pure investment management. It is therefore vital for us to continue to provide value for money by offering our financial planning services alongside the investment management we provide and continuing to deliver on our service promises.

## Further Additions...

Bringing on Latrena and Stuart in 12 months has been great for us, but a year of strong growth wouldn't be complete without growth in the Froggatt family. The biggest (smallest) addition to the Raymond James, Hampstead family was William Froggatt, who was born on 22nd May 18. Ed has managed to stay awake at every meeting he's had so far, which is an incredible achievement for a new Dad!

## The Next 12 Months...

Over the next few months we are undertaking an upgrade of our back office systems to provide further efficiencies and enhanced valuation reporting. We are also upgrading our IT security to enhance how we use to secure client data. With the introduction of GDPR, we are investing in additional IT solutions to enhance the security of our data.

We are always focused on providing the best service we can to our clients and don't ever want to be in the position of not being able to offer the service we are promising due to time constraints or systems issues. Therefore, as we grow, we continue to make improvements behind the scenes to provide more time for us to go out and see our clients. Raymond James Head Office continue to make improvements to their systems too, to further streamline their processes and reduce paperwork.

Our growth to date has relied solely on referrals from existing clients and word of mouth, which we are immensely grateful for. Having clients refer their friends and contacts to us means that the new clients that join us are similar in many ways to our existing clients. This makes our job a whole lot more enjoyable and enables us to expand at a pace where we know we can continue to deliver as promised. As an aside, thank you to all who have referred clients to us, it is hugely appreciated.

We approach the next 12 months with equal amounts of excitement and optimism, and once again would like to thank you for your continued support.

**Risk Warnings: With investment, your capital is at risk. The information in this document does not constitute advice or a recommendation and you should not make any investment decisions on the basis of it. If you do however require advice we would of course be happy to assist.**

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