

PENROSE

FINANCIAL

Press Clipping

Client: Parmenion Capital
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WRAP FACTFILE

Taking the strain

Parmenion's fledgling offering is suitable for advisers looking to outsource asset management and move to wrap. Below are its key features and one financial planner's verdict

parmenion
www.parmenion.co.uk

Adviser Support

Individual users	800+
Adviser firms	200+
Assets on the platform	Parmenion would not disclose the amount of assets on the platform
Who are the backers?	Privately owned

Products and Funds

Funds available
Whole market accessible to discretionary managers

Do you offer both retail and institutional fund classes?

Can you trade and hold alternative assets?

What onshore wrappers are offered? ISAs, OEICs

What offshore wrappers are offered? Offshore bonds - IOMA, CMI, AXA

What other wrappers are offered? Sipp - PPS, SIPP Centre, Suffolk Life, SSAS - PPS

Do all of the wrappers offer whole of market investments?

How many funds are the platform providers own funds? None

Tools

Fact find	<input checked="" type="checkbox"/>	Financial goal setting	<input checked="" type="checkbox"/>	Risk questionnaire	<input checked="" type="checkbox"/>
Risk profiling	<input checked="" type="checkbox"/>	Fund selection tools	<input checked="" type="checkbox"/>	Model portfolios	<input checked="" type="checkbox"/>
Client summary of assets/risk/choices	<input checked="" type="checkbox"/>	Rebalancing	<input checked="" type="checkbox"/>		
Adjustment of portfolios	<input checked="" type="checkbox"/>	CGT reporting	<input checked="" type="checkbox"/>		

Other: consolidated tax voucher

Charges

Bundled or unbundled Unbundled

Full rebates from the AMC charge?

Initial
There is an establishment charge of 0.25% to which the adviser can add a further 3%.

Do you levy switching charges? If so, what are they? No

What are your wrapper charges? Flat rate charge of 0.3%

Additional wrapper charges for more complex wrappers?
Third party wrappers have their own charges

Dealing charges for direct equity and fixed interest investment?
N/A

Interest rate paid on the cash account?
Standard base rate minus 1%. High interest deposit rate available on feeder accounts

Online functionality

Is all business submitted and carried out online or is there a wet signature requirement?
Wet signature required but online new business submission due in second half of 2008

Research tab with investment data and news etc?

Are forms pre-populated?

Can clients view their holdings online?

Can advisers track business in progress?

Can advisers create 'to do' lists

Other front office additions? Commission tracking

Legacy and re-registration

How long does it take to send legacy data out to other platforms?
24 hours

Is it possible to include new business written outside the platform on the platform? No

Do you allow re-registration on and off the platform?
We allow re-registration off the platform

Links

Do you have any links to other platforms?

Links to technology companies' front and/or back office systems?
Links with Intelliflo and Quay in progress

Transition to the new model

What measures are in place to ensure the platform helps advisers to move to a fee-based business model?
The platform is fully transparent and allows advisers to set their remuneration in accordance with the service they provide

Do you give advisers the option to take less initial commission and more annual trail or determine their own remuneration with clients?
Advisers set their own level of remuneration both initial and renewal

How and when is annual trail paid? Is it all at once or in stages? Can the adviser influence this?
Advisers control the amount, which is paid weekly



Adviser comment



Lincolnshire-based adviser Kevin Mullins, founder of Landmark IFA group, said he decided to use Parmenion as a way of focusing the firm's energies on the financial planning side of the business and providing clients with a consistent investment approach.

"We recognised we are not fund managers," he said. "We had the view that if there was something that acted as a wrap and did risk profiling, asset allocation and rebalancing, it would be perfect."

Mullins said relying on Parmenion for its investment services allowed Landmark to present a more consistent investment proposition to clients, while outsourcing asset management and administration to the same firm provided efficiency gains. "We wanted to be able to have a consistent delivery," he said. "We have removed the individual advisers' pet funds or views on the market - that all goes out of the window."

Mullins has been using Parmenion for just over two months and is transferring client assets across to the platform, with about £500,000 transferred so far. He said he intended to place about half of the firm's funds under management - about £20 million - onto the platform and still intends to use Transact.

"Where clients are not happy to be handing over everything to Parmenion, there will be occasions when the client prefers us to be guiding the investment," he said.

But he said Parmenion held a widespread appeal among his clients, especially due to the low barrier of entry, with a minimum investment set at £7,000.