



THE POWER OF TWO

A recent survey shows our clients prefer a joined-up approach where our investment directors and financial planners work together

People come to Rathbones Financial Planning (RFP) for a combination of our technical knowledge, experience and practical skills, along with our detailed and personal approach. What sets us apart from many competitors is our ability to provide a wide range of products and services, including access to our firm's investment management expertise.

But don't just take our word for it. In a recent client satisfaction survey, the Net Promoter Score (NPS) was twice as high at **52%** when clients reported having had a financial planning conversation compared with those that did not at **26%**. NPS measures willingness to recommend a business.

CASE STUDY

Here's an example of how we delivered financial advice and investment management services in an effective and timely way. The advantage for RIM in this instance is they could open the accounts without the delays that often come with suitability checks, which our financial planners managed.

James and Sarah are in their 50s and approached us for financial advice. They had recently sold a property for £3 million, which had been providing them with an annual rental income of £48,000.

We held two meetings about a month apart and then sent the couple our written recommendations about 10 weeks after the first meeting. We received their agreement and completed paperwork two weeks later.

Working with an investment director, our solution involved investing £2 million in a discretionary portfolio. We opened the account and received client funds in less than four months from the first meeting.

WORKING TOGETHER

"I'm a great believer in using RFP to provide holistic advice where appropriate. When introducing RFP, IMs need to be comfortable that all the advice boxes are ticked so the client is confident there is a proper plan in place, both for now and the future."

"That said, as much as IMs may be the 'in', they also need to feel comfortable that RFP adds to the rapport with the client. This is not only a function of personalities, but also the delivery of advice and the speed of response. Promising relationships can easily be undermined if the gap between meetings and reports is too long. In the case of this new client, they were very complimentary on all counts."

Julian Masters, Investment Director



GET IN TOUCH

If your clients don't have a financial adviser, we'd be happy to help. Please contact ian.mcnally1@rathbones.com to find out how we can offer a joined-up approach.