

# An insight into BDO Stoy Hayward Investment Management

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There is a great deal we want to tell you about us, like how we encourage our people to excel and reward them based on our clients' experiences of working with us – but there's not time to hold your attention for more than a few minutes, so we thought we'd give you a glimpse into who we are and where we came from.

#### Who we are:

Investment Management is a carefully crafted business, run by leading professionals in the fields of asset management, private client wealth management and corporate pensions and benefits.

The business operates under the umbrella of the world's fifth largest accountancy network – BDO International. This offers our clients access to the complete suite of business and personal financial planning arrangements.

#### A reason to exist:

The story of Investment Management began with a senior tax partner within BDO Stoy Hayward LLP, who - in responding to the requests of his clients, established an investment management arm to the accountancy business.

As a trusted partner, clients often asked for BDO's guidance and recommendations on investment decisions, which were offered in a private capacity. However, with increasing awareness, and demand for specialised and in-depth investment advice, it became necessary to respond to clients' needs in a more structured way; this was offered based on thoroughly researched data and tailored investment strategies.

There was a clear gap in the market, with clients not knowing where to gain insightful investment advice.

#### A year to remember:

In 1997 Fitzwilliam Research Limited (now BDO Stoy Hayward Investment Management Limited) was founded. The business's remit was clear - deliver market leading investment opportunities.

The driving force behind the business, from its inception, has been the stated premise that we will deliver value to our clients.

A clear demonstration of the value we have brought to our clients can be told, in part at least, through the creation and innovation of our Funds.

#### Delivering the appropriate investments:

In 1995, when BDO Stoy Hayward operated an investment services arm, the 'Fitzwilliam Multi-Manager Trust' was created.

Whilst it does not look unusual in today's terms, at the time, this type of Fund was a major evolutionary step. Multi-manager funds were the exception in the mid-90s; and the ones that did exist were aloof and mysterious – with investors being largely unaware of their existence.

The Fitzwilliam Multi-Manager Trust was an investment solution which was created to offer certain clients an investment vehicle which didn't exist in the market but fulfilled their investing criteria.



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BDO Stoy Hayward  
Investment Management

# 02

## Investment Management

An Insight

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### We've grown:

It is through such investment opportunities and having the desire to understand the specific needs of clients that we have grown from a business managing and advising on £40m of funds in 1997 to one that works with funds of more than £2bn today.

There are many ways to judge the success of a business – some do it by the company's size, its profits, or by the grandeur of its headquarters.

At BDO Stoy Hayward Investment Management Limited we would like to be judged by our clients' experience of working with us.

#### Flashback to acquisition and organic growth:

In 1997, when Investment Management as we know it today was created, it had the sole focus of delivering investment solutions to clients of BDO Stoy Hayward LLP.

Confined to existing clients it was decided that the client-base would be expanded through a process of organic growth and acquisition, rather than external promotion at this time. Alongside a desire to grow the client base, it was recognised that the right acquisition would bring with it consultants who had additional skills and knowledge, that would offer new services and opportunities to clients.

Kearsley Investment Services Limited was acquired in 1999. The acquisition brought exceptional market knowledge into the business in areas such as discretionary portfolio management.

The blended growth strategy of acquiring another business, and growing the existing client-base from within BDO Stoy Hayward LLP, has transformed us as a business entity of some 30 people in the early 90s to an Investment Management company in the new millennium which employs more than 200 talented professionals, working in nine regional offices.

### Back to the Present

Today, our business retains its focus on our clients, and is engaged in a client experience programme, which will drive our future growth through the strengthening of client relationships.

Investment Management is structured internally into three business divisions which shape our ability to offer specialist knowledge in distinct investment-related areas.

The divisions are: Asset Management, Corporate Pensions and Benefit Services and Private Client.

### Three divisions - one direction



#### Internal expertise through Asset Management:

Unlike some other investment businesses we have our in-house asset management team. The team, made-up of fund managers, economists, analysts and researchers has won awards and been recognised in the industry for its respected approach to asset allocation and investment vehicles.

The team adopts a global approach to creating investment and fund opportunities and is recognised as a pioneer in multi-manager investing.

Asset Management services are utilised by both private and corporate investors.

#### Wealth Management delivered by Private Client:

Targeted primarily at high net worth individuals and their families, the team delivers strategically tailored advice to its clients.

The work of Private Client is embedded in its individual consultant's ability to engage and understand the needs of individuals and their families. To be successful. The division knows that it is only through the true understanding of individual goals and long-term objectives can it deliver the financial plans appropriate to clients.

Services include:

- Financial planning
- Retirement/exit planning and pension strategies
- Tax efficient investment and planning strategies
- Wealth preservation & growth strategies
- Portfolio management

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#### We think BIG in our Corporate Pension & Benefits Services team:

Pensions never seem to be out of the headlines and the competition for talented people is a major issue for UK businesses.

With in-depth knowledge in the areas of Defined Benefits and Defined Contribution Schemes our team works with organisations and trustees to ensure that the futures of our clients are secure.

The growth in the size of our Risk & Benefits team has resulted from increasing demand from our clients and the need within the corporate market-place for informed advice.

The team’s services include:

- Structuring & implementation of schemes
- Advice on pension scheme liability issues
- Advice to trustees on managing scheme assets
- Audit reviews on risk benefits

#### Who is BDO Stoy Hayward Investment Management Limited?



Well, we are – in part - an impartial provider of financial advice delivered through leading professionals who work hand-in-hand with colleagues from across the business to deliver exceptional client service.

But we are also a collection of individuals, with skills and qualities that when brought together; create an environment where ambition, creativity and drive are evidenced each day.

We believe in what we do, and that is why, we believe - Investment Management - is that little bit different from the rest.

#### Steps along the way:

- 1989 The business, that is now Investment Management, was created by a Tax Partner with BDO Stoy Hayward.  
In its formative years the business operated under the BDO Stoy Hayward banner; providing financial planning advice to existing clients.
- 1995 The Fitzwilliam Multi-Manager Trust was launched
- 1997 Strategic review of the business confirms the need to offer clients a true investment management business. A limited company is created.
- 1998 The Fitzwilliam International Equity Trust is created. A multi-manager international equity fund.
- 1998 Commercial joint venture property company launched.
- 1999 BDO Stoy Hayward Investment Management Limited acquires Kearsley Investment Services Limited.
- 2001 Duncan Clark, a Hertfordshire investment advisory business, acquired
- 2001 Specialist London property fund launched
- 2003 Two multi-manager hedge funds launched
- 2003 Strategic property partnership created
- 2006 A strategic property fund created to offer bespoke access to the German commercial property market.
- 2007 BDO Stoy Hayward Investment Management Limited went through an internal restructuring in which the three core services offered by the business – Private Client services, Corporate Pension & Benefits, Asset Management - were put into defined outwardly facing business divisions.
- 2008 BDO Stoy Hayward Investment Management Limited acquires Wolanski Checkly Fisher

**Want to discover more?**

[www.bdo.co.uk/investmentmanagement](http://www.bdo.co.uk/investmentmanagement)