

## HOW FUND MANAGERS CAN BEST INTERACT WITH FUNDHOUSE

**Background:** Fundhouse operates a business model where we are paid by our clients, rather than the fund groups and client demand typically dictates the funds and fund managers that we evaluate. Accordingly, our fund research is focused on the specific needs of our clients. When we need to look for a new fund, we conduct a wide-ranging search, based on our existing knowledge of funds and using third party fund databases.

**How can you be included in a search or an existing client fund list?** The best way to contact us is to email [research@fundhouse.co.uk](mailto:research@fundhouse.co.uk) rather than a member of the team directly. This email address allows us to collate the necessary information on funds in one inbox, is monitored by the entire investment team, and is one of the first places we look when starting a search, so gives your email the best chance of review.

**What should you send [research@fundhouse.co.uk](mailto:research@fundhouse.co.uk)?** It is important to send us the right information upfront so that we can gauge whether a follow up meeting would be useful. Below is what we would ideally like to receive upfront:

- A very brief summary of the strategy, named manager/s & their bios, investment philosophy and process, key portfolio exposures through time.
- Details of the main pooled funds available in the UK market.
- Important dates (such as any fund manager changes or business ownership changes).
- Description of the business (including ownership, AUM information and incentives).
- Standard fund RFP and the latest slide deck.
- Attribution in Excel for main fund vehicle/any longer running strategy.
- Data to evidence process consistency and evidence of skill.

**Do we look at each email?** Yes.

**Should I expect a response?** We receive a very high volume of approaches from fund groups to look at their underlying funds and strategies. While we make best efforts to consider all approaches, unfortunately, we cannot respond to each one.

**Should you call us to follow up?** No, this is not necessary. We will save the information on funds that may be of interest in our database. We will be in contact if we would like further information, request more regular updates on a strategy, or to arrange a meeting. The response will depend on the current demand for new funds in the specific area. Therefore, it may be some time before we respond, but please rest assured the details are stored and funds will be considered when there is a requirement for alternative options in a specific area.

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