FUNDHOUSE
investment clarity

Model Portfolio Service

Introducing The Fundhouse Model Portfolio Service
Exclusively For Financial Advisers

mps@fundhouse.co.uk
www.fundhouse.co.uk

Independent

Owner-managed investment firm

£21bn

Assets Under Influence*

£1.6bn

Assets Under Management*

16 Years

Average investment experience of the team

Thank You

Thank you for taking the time to consider Fundhouse. This brochure aims to explain how we work in partnership with financial advisers.

We have always set out to achieve above-average long-term investment returns with below-average costs while maintaining the highest customer service standards. Since launching model portfolios in 2018, we can proudly say that we have delivered on these challenging goals.

We would like to thank all our clients for their continued support.

Rory Maguire
Chief Investment Officer,
Co-Founder

* October 2024.

Introduction

Since 2007, we have been helping clients achieve their financial goals by harnessing the skills and knowledge of our multiple award-winning investment team.

Rory Maguire is the Chief Investment Officer and Co-founder of Fundhouse, an independent, owner-managed firm that provides specialised investment advice and model portfolios for clients of financial advisers.

• **We are known for our independence and investment clarity.**

• **We place principle over profit.**

• **We ensure that our business model removes the conflicts of interest that are so common in our industry.**

Our senior investment team, based in London, consists of seven people with an average of over 16 years of investment experience.

We work alongside financial advisers to construct investment model portfolios that meet desired levels of risk whilst aiming to deliver long-term returns.

* October 2024.

2007

Fundhouse founded

2018

Launched model portfolios for clients of financial advisers

2022

Fundhouse 15th anniversary

2024

£1.6bn Assets Under Management*

Why Fundhouse

INDEPENDENT
Fundhouse is privately owned and owner-managed. We are proud to be genuinely independent.

LOW COST
Our fee for active model portfolios is 0.15% p.a. and our fee for passive model portfolios is 0.09% p.a.

DEEP RESEARCH
We are known for our depth of research, both in manager selection and asset allocation.

CLEAR VIEWS
We allocate to only 14 funds, on average. Fundhouse avoids complexity, whilst still achieving excellent diversification.

UNCONFLICTED
We receive no fees from fund managers we rate, we have no in-house funds, and we don't compete with financial advisers.

HANDS ON SERVICE
We respond quickly and provide extensive support. We ensure that our clients have direct access to the investment team.

EXPERIENCED
We have a large, experienced team, managed by Rory Maguire, our Chief Investment Officer and Co-founder.

TRACK RECORD
Fundhouse model portfolios have delivered top decile returns vs. MPS peers over three and five years.*

*Source: Morningstar MPS database as of 31st August 2024.

Model Portfolio Range

CORE

Core model portfolios blend active and passive funds, representing the full breadth of our investment process. There are five core model portfolios.

Fundhouse Fee
0.15% p.a.

Estimated Fund Charges
0.24% to 0.63% p.a.

INDEX PLUS

Index plus model portfolios are the lowest-cost solutions replicating our investment views but only investing in passive funds. There are five index plus model portfolios.

Fundhouse Fee
0.09% p.a.

Estimated Fund Charges
0.13% to 0.16% p.a.

RESPONSIBLE

Responsible model portfolios replicate our investment views but aim to improve Environmental, Social and Governance credentials. There are three responsible model portfolios.

Fundhouse Fee
0.15% p.a.

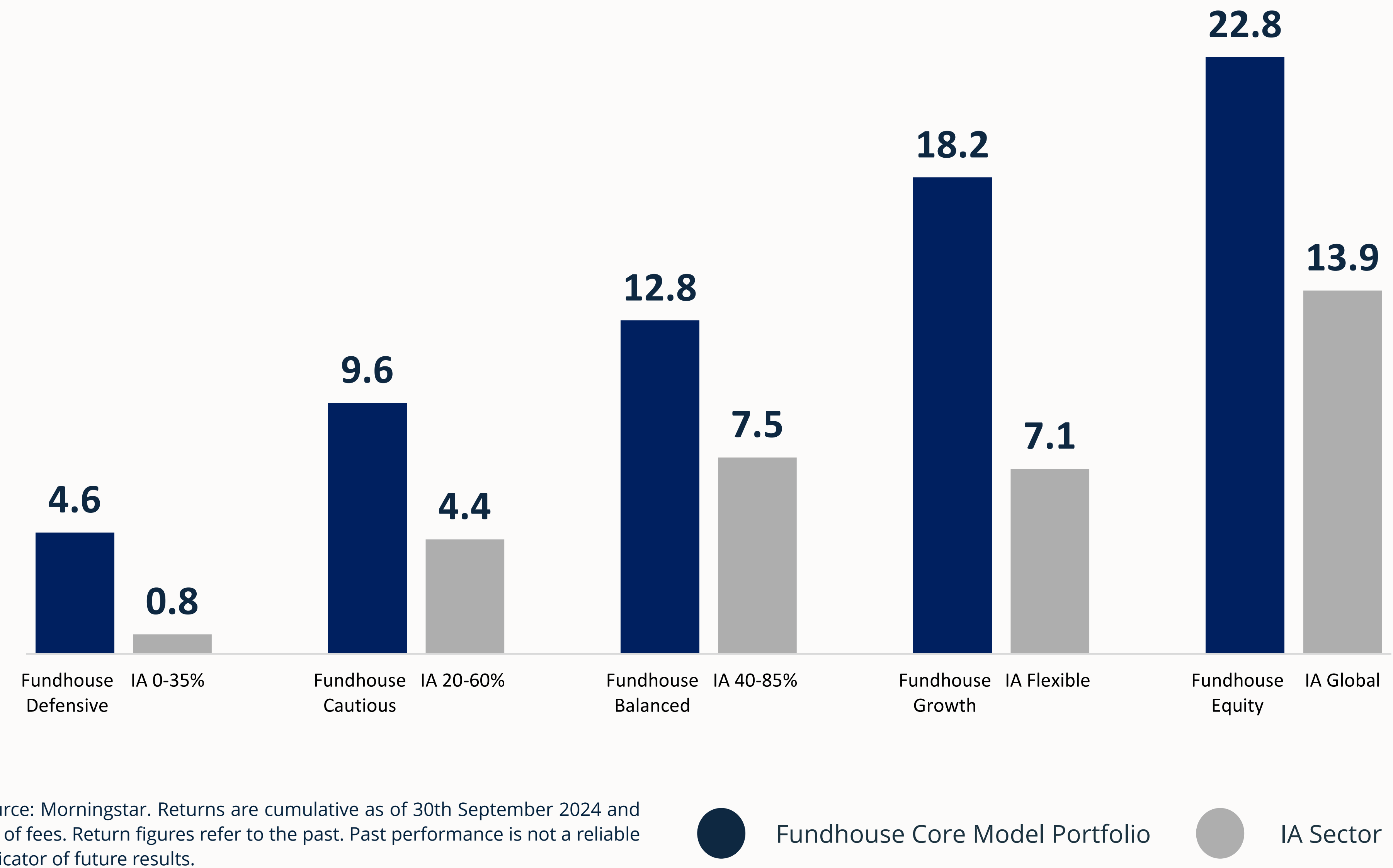
Estimated Fund Charges
0.34% to 0.51% p.a.

Source: Morningstar as of 31st August 2024. Fees are per annum and OCFs and are weighted averages. Our Fee excludes VAT and we do not charge VAT on our MPS services. An OCF is the ongoing charges figure related to the underlying funds. For all other costs and charges, including transaction costs, please refer to the Fundhouse costs and charges document.

"I have known the team at Fundhouse for over ten years, and since the start, they have always been unconflicted and fully committed to independence, which is aligned with my principles when working with clients."

UK Independent Financial Adviser and client of Fundhouse, February 2024.

Returns Three Years (%)



Source: Morningstar. Returns are cumulative as of 30th September 2024 and net of fees. Return figures refer to the past. Past performance is not a reliable indicator of future results.

Fees & Charges

Model Portfolio	Return Goal (net)	Equity Range (%)	No. of Funds	Our Fee	Fund OCFs	Our Fee & OCFs
Global Defensive	Cash +1%	10 - 30	15	0.15	0.24	0.39
Global Cautious	Cash +2%	30 - 50	15	0.15	0.34	0.49
Global Balanced	Cash +3%	50 - 70	16	0.15	0.46	0.61
Global Growth	Cash +4%	70 - 90	14	0.15	0.55	0.70
Global Equity	Cash +5%	90 - 100	9	0.15	0.63	0.78
Responsible Global Cautious	Cash +2%	30 - 50	15	0.15	0.34	0.49
Responsible Global Balanced	Cash +3%	50 - 70	14	0.15	0.43	0.58
Responsible Global Growth	Cash +4%	70 - 90	13	0.15	0.51	0.66
Index Plus Defensive	Cash +1%	10 - 30	10	0.09	0.13	0.22
Index Plus Cautious	Cash +2%	30 - 50	12	0.09	0.14	0.23
Index Plus Balanced	Cash +3%	50 - 70	12	0.09	0.14	0.23
Index Plus Growth	Cash +4%	70 - 90	11	0.09	0.14	0.23
Index Plus Global Equity	Cash +5%	90 - 100	7	0.09	0.16	0.25

Source: Morningstar as of 31st August 2024. Fees are per annum and OCFs and are weighted averages. Our Fee excludes VAT and we do not charge VAT on our MPS services. An OCF is the ongoing charges figure related to the underlying funds. For all other costs and charges, including transaction costs, please refer to the Fundhouse costs and charges document.

Portfolio Availability

We are happy to add model portfolios to additional platforms. Please email requests to the team: mps@fundhouse.co.uk

PLATFORM AVAILABILITY:

abrdn
abrdn Elevate platform
AEGON
AVIVA
wealthtime
Fidelity International
Hubwise
M&G wealth
novia
nucleus
Parmenion
transact
Quilter
Scottish Widows
7IM

ACCESS MODEL PORTFOLIO DATA:

Morningstar
FE Analytics

Fundhouse Team

Rory Maguire, Co-founder and investor with over 25 years of experience, heads the investment team. The experienced and multi-award-winning investment research team ably supports Rory. Our investment team of seven people averages over 16 years of investment experience.

Rory Maguire
Chief Investment Officer

Chris Proudfoot, CFA
Investment Manager

Tom Dunster, CFA
Senior Investment Analyst

Ben Jones, CFA
Chief Operating Officer

Peter Brunt, CFA
Senior Investment Analyst

Mayokun Theodore, CFA
Investment Analyst

Stephane Issa El-Khoury, CFA
Investment Analyst

Victoria Johansen
Head of Operations

Chelsea Cutts
Head of Finance

Julia Drell
Head of Compliance

Georgia-Rae Fry
Head of Business Development

"Their ability to sift through the noise of the market and identify managers with real talent sets them apart in the industry. With Fundhouse, we have gained insights that have significantly enhanced our investment decisions."

UK Wealth Sector and client of Fundhouse, February 2024.

"Fundhouse gets to know their clients and use their deep industry expertise to deliver tailored solutions. They have well-defined, repeatable, and understandable investment processes."

CEO of a UK Wealth Manager ACD and client of Fundhouse, February 2024.

Investment Process

Our investment philosophy centres on identifying attractive valuations in the assets we buy – history has shown that the price one pays for an asset is a determinant of its future return.

Conversely, we aim to hold less of those assets where market excitement has pushed prices to possibly unjustified levels.

1

INVESTMENT OUTCOME

Each model portfolio starts with a long-term cash +x% investment goal.

2

STRATEGIC ASSET ALLOCATION

Deciding a long-term mix of investment asset classes (equities, bonds).

3

ACTIVE ASSET ALLOCATION

Contrarian, long-term but well-diversified views.

4

FUND SELECTION

Selecting the best funds for the target asset class mix.

5

PORTFOLIO CONSTRUCTION

Blending the funds to maximise returns and minimise risks.

6

ONGOING REVIEW

Significant ongoing review of returns, risk, liquidity, and positioning.

Adviser Support

MODEL PORTFOLIO IMPLEMENTATION AND REBALANCING

• Continuous monitoring
• Limited trading
• Rebalancing when needed:

1. Portfolio drift
2. To implement an investment view
3. Fund switch

ONGOING SERVICE AND SUPPORT

• Hands-on
• Dedicated support portal
• Direct Investment Team access
• Operational support and reporting
• Joint branding
• Quick, honest and unconflicted replies

REGULAR COMMUNICATION AND INVESTMENT UPDATES

• Regular webinars
• Performance analysis
• Monthly Factsheets
• Monthly market commentary
• Monthly portfolio commentary
• Quarterly updates
• Model Portfolio change notes

Thank You

FUNDHOUSE
investment clarity

CONTACT US:
mps@fundhouse.co.uk

Fundhouse Model Portfolios are offered by Fundhouse Bespoke Limited, a company registered in England and Wales (number 10893119) and regulated by the Financial Conduct Authority (number 786601). Fundhouse, 3rd Floor Vivo, 30 Stamford Street, London, SE1 9LQ.

Important Legal Information:
This brochure is designed for professional investors such as financial advisers only and is not for retail or end investors. Fundhouse Bespoke Limited does not offer investment advice, nor does it make investment recommendations and this document should not be considered for either purpose. Equally, this document should not be considered an offer, invitation or inducement for any investment activity.

Past returns and performance should not be seen as a guide to future returns and the value of capital invested may fluctuate in value. Fundhouse Bespoke Limited makes no warranties or representations regarding the accuracy or completeness of the information in this brochure.