

Seven Elm Court, Arden Street  
Stratford-upon-Avon  
Warwickshire CV37 6PA  
Telephone: 01789 404000  
Fax: 01789 404001

## Albert E Sharp LLP - Consumer Duty

### Target Market Analysis & Value Assessment

#### Introduction

Albert E Sharp has analysed our target market to identify and understand our ideal client base. This ensures that we understand the types of client who are best suited to our service and tailor our service to reach and engage our clients.

All products and services for clients are designed to meet the needs, characteristics, and objectives of a target group of consumers and distributed appropriately to ensure they are fit for purpose. Review and approval include requirements such as research on suitability and clients' needs in line with our Consumer Duty obligations.

We aim to take a quality approach, in line with our values, which means charging sufficiently to be able to invest to meet clients' growing expectations. Fair value is determined by comparing the benefits clients are receiving for the fees they pay, which is not necessarily the cheapest. We will seek to ensure pricing can deliver good outcomes, is fair, predictable, and transparent and can generate reasonable returns and fair value along the distribution chain.

We do not offer a financial planning service but focus on Investment Management, so we are able to focus all our resources on providing the best possible research, dealing, back office and front office systems to support this.

We offer 3 different services, each aimed at a slightly different target market:

- Bespoke Discretionary Investment Management Service
- Advisory Investment Management Service
- Model Portfolio Service

[www.albertesharp.com](http://www.albertesharp.com)

## **Bespoke Discretionary Investment Management Service**

### *What is the Bespoke Discretionary Investment Management Service?*

Each client will receive a truly bespoke and discrete investment portfolio, created by a dedicated Investment Manager.

Each portfolio is truly bespoke meaning your client can benefit from the full range of retail asset classes such as equities, gilts, corporate bonds, and alternative investments, whilst still being able to hold any 'treasured investments' within their personalised portfolio.

Ongoing management of your client's portfolio, with your Investment Manager taking responsibility for investment decisions on your client's behalf, within the mandate agreed with you.

As well as general investment accounts, we manage assets in ISAs, pensions, and offshore bonds.

Our investment approach is driven by many years of experience in stock markets around the world. We combine that experience and our culture of traditional service with leading technology and efficient administrative systems.

### *What is the Target Market?*

This service is compatible with investors:

1. who want an investment professional to manage their investments;
2. who choose to access the service through a financial adviser, or are direct clients of Albert E Sharp;
3. who are Retail or Professional clients;
4. with basic knowledge or better of investment markets;
5. who can remain invested ideally for at least five years;
6. whose expected financial returns will not be excessively impacted by this service's minimum charges and any other distribution charges in total (investment management fees, platform fees and adviser charges);
7. who can afford to be exposed to market movements in investment values and potential losses over the term of investment and who do not require guaranteed returns;
8. who may have a range of investment objectives – including capital growth, an income requirement or a balance of the two, and wish to match these with a professionally managed investment strategy;
9. who, where they have sustainability objectives, can meet these where agreed with the Investment Manager; and
10. who require their investment to be held in one or more of the standard wrapper types associated with investment platforms. This service is

compatible with clients who wish to invest through general investment accounts, stocks and shares ISAs, SIPPs and onshore/ offshore bonds. For information on other account types, please ask your usual Albert E Sharp contact.

### ***What is the Negative Target Market?***

This service is likely to be incompatible with investors:

1. who prefer to manage their own investments;
2. who are unlikely or unable to remain invested for five years as a minimum.
3. who require capital protection or guarantees underpinning their investment;
4. who have specific ESG or ethical preferences that the Investment Manager cannot meet; and
5. whose portfolio is of a size that would be adversely impacted by the service's minimum charges.

### ***Is it compatible with Vulnerable Clients?***

This service is compatible with clients who have vulnerability characteristics. Please contact your usual manager to discuss further how best we can provide support and make any reasonable adjustments required.

### **Fair value**

In accordance with the Consumer Duty, Albert E Sharp has undertaken a detailed value assessment of this service as of April 2023 and has determined that it represents fair value. This will be reviewed on a regular basis as part of Albert E Sharp's internal governance procedures.

Where additional charges are incurred by advisers and other intermediaries, these will also need to be factored into the adviser's own value assessment.

<b>Regulatory classification:</b> <b>Retail/ Professional/Both</b>	Both
<b>Client knowledge:</b> <b>Basic/informed/ advanced</b>	Basic
<b>Investment horizon</b>	5 years +

<b>Affordability</b>	At least £50,000 of investable capital
<b>Capital protection/Market exposure</b>	Market exposure
<b>Benchmarks/target availability</b>	Range available
<b>Capital growth/Income/Balanced</b>	Range available
<b>Sustainability preferences</b>	Some
<b>Direct/Intermediated/Both</b>	Both
<b>Wrapper types – GIA/ISA/SIPP/other</b>	GIA, ISA, SIPP, Offshore Bond, IHT
<b>Communication channel: postal/ digital/telephone/all</b>	All

## **Advisory Investment Management Service**

### ***What is the Advisory Investment Management Service?***

Each client will be recommended a truly bespoke investment portfolio, created by a dedicated Investment Manager, but they will be able to approve which investments go into the portfolio.

Your client can benefit from the full range of retail asset classes such as equities, gilts and corporate bonds, whilst still being able to hold any 'treasured investments' within their personalised portfolio.

The investment manager will recommend which assets to buy and sell in the portfolio in line with the mandate and risk appetite, but the final decision rests with your client.

Every client enjoys direct access their investment manager. We know our clients by name (rather than by account number!) and we believe that understanding their needs is key to building lasting relationships.

Our investment approach is driven by many years of experience in stock markets around the world. We combine that experience and our culture of traditional service with leading technology and efficient administrative systems.

### ***What is the Target Market?***

This service is compatible with investors:

1. who want an investment professional to manage their investments but want to make the final decision on each trade.
2. who choose to access the service through a financial adviser or are direct clients of Albert E Sharp.
3. who are Retail or Professional clients.
4. with basic knowledge or better of investment markets.
5. who can remain invested ideally for at least five years.
6. whose expected financial returns will not be excessively impacted by this service's minimum charges and any other distribution charges in total (investment management fees, platform fees and adviser charges).
7. who can afford to be exposed to market movements in investment values and potential losses over the term of investment and who do not require guaranteed returns.
8. who may have a range of investment objectives – including capital growth, an income requirement, or a balance of the two.
9. who, where they have sustainability objectives, can meet these where agreed with the Investment Manager; and
10. who require their investment to be held in one or more of the standard wrapper types associated with investment platforms. This service is

compatible with clients who wish to invest through general investment accounts, stocks and shares ISAs, SIPPs and onshore/ offshore bonds. For information on other account types, please ask your usual Albert E Sharp contact.

### ***What is the Negative Target Market?***

This service is likely to be incompatible with investors:

1. who prefer to manage their own investments.
2. who want an investment manager to manage their portfolio and make all the trading decisions.
3. who are unlikely or unable to remain invested for five years as a minimum.
4. who require capital protection or guarantees underpinning their investment.
5. who have specific ESG or ethical preferences that the Investment Manager cannot meet; and
6. whose portfolio is of a size that would be adversely impacted by the service's minimum charges.

### ***Is it compatible with Vulnerable Clients?***

This service is compatible with clients who have vulnerability characteristics. Please contact your usual manager to discuss further how best we can provide support and make any reasonable adjustments required.

### **Fair value**

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**Regulatory classification:** Both  
**Retail/ Professional/Both**

**Client knowledge:** Basic  
**Basic/informed/ advanced**

<b>Investment horizon</b>	5 years +
<b>Affordability</b>	At least £50,000 of investable capital
<b>Capital protection/Market exposure</b>	Market exposure
<b>Benchmarks/target availability</b>	Range available
<b>Capital growth/Income/Balanced</b>	Range available
<b>Sustainability preferences</b>	Some
<b>Direct/Intermediated/Both</b>	Both
<b>Wrapper types – GIA/ISA/SIPP/other</b>	GIA, ISA, SIPP, Offshore Bond, IHT
<b>Communication channel: postal/ digital/telephone/all</b>	All

## **Model Portfolio Service**

### ***What is the Model Portfolio Service?***

We run model portfolios which are accessible on a number of third-party platforms. Financial Advisers can access these through the relevant platform.

Your client does not become a client of ours, so this service operates on an “agent as client” basis.

Our 9 model portfolios are risk-rated and externally verified by Asset Risk Consultants, Defaqto and eValue and FE Analytics. This enables financial advisers to be confident that the portfolio selected matches the risk appetite of their client.

### ***What is the Target Market?***

This service is compatible with investors:

1. who want an investment professional to manage their investments.
2. who choose to access the service through a financial adviser.
3. who are Retail or Professional clients.
4. with basic knowledge or better of investment markets.
5. who can remain invested ideally for at least five years.
6. whose expected financial returns will not be excessively impacted by this service’s minimum charges and any other distribution charges in total (investment management fees, platform fees and adviser charges).
7. who can afford to be exposed to market movements in investment values and potential losses over the term of investment and who do not require guaranteed returns.
8. who may have a range of investment objectives – including capital growth, an income requirement or a balance of the two, and wish to match these with a professionally managed investment strategy.
9. who require their investment to be held in one or more of the standard wrapper types associated with investment platforms.

### ***What is the Negative Target Market?***

This service is likely to be incompatible with investors:

1. who prefer to manage their own investments.
2. who are unlikely or unable to remain invested for five years as a minimum.



3. who require capital protection or guarantees underpinning their investment.
4. who have specific ESG or ethical preferences that the Model Portfolios cannot meet; and
5. whose portfolio is of a size that would be adversely impacted by the service's minimum charges.

### *Is it compatible with Vulnerable Clients?*

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<b>Client knowledge: Basic/informed/ advanced</b>	Basic
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<b>Benchmarks/target availability</b>	Range available
<b>Capital growth/Income/Balanced</b>	Range available
<b>Sustainability preferences</b>	Some
<b>Direct/Intermediated/Both</b>	Intermediated
<b>Wrapper types – GIA/ISA/SIPP/other</b>	GIA, ISA, SIPP, Offshore Bond, IHT

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**Communication channel:** All  
**postal/ digital/telephone/all**