

INVESTMENT PARTNER

EFG Harris Allday

Company profile

With over 175 years of investment experience, EFG Harris Allday have a team of 20 investment managers across offices in Birmingham, London, Ombersley and Shrewsbury.

EFG Harris Allday manage over £3.59 billion AUM (as of September 2021), offering bespoke discretionary and advisory investment management for private clients, families, charities, pension funds and trusts.

In 2006, we were acquired by EFG Private Bank Limited, subsidiary of EFG International, a global private banking group based in Switzerland. EFG International operates in around 40 locations worldwide and its shares are listed on the SIX Swiss Exchange.

Why select EFG Harris Allday?

- Client focused – experienced, plain-speaking client-centric teams.
- Long term objectives – an in-depth understanding of clients’ long-term goals and objectives.
- Investment expertise – our investment managers hold an average of over 20 years’ experience, providing specialist/bespoke investment solutions depending upon a client’s individual needs.
- Partnership – we hold professional partnerships

Investment process

Our investment process is designed to deliver outcomes in line with client objectives, taking account of risk tolerance, investment time horizon and capacity for loss. Allocation boundaries for the strategies offered are set to accommodate this diversity within a risk-controlled framework. This is delivered by the combination of a top-down view expressed through strategic and tactical asset allocation, a robust bottom-up research process for individual holdings, and the skill and experience of individual investment managers understanding their clients’ investment profiles.

The Investment Selection Committee meet weekly, as required. The Investment Committee is responsible for setting the parameters and providing oversight for investment managers’ portfolios via Core/Approved Lists approval, the investment managers’ strategic asset allocation boundaries, overall level of risk taken and performance of the overall account.

Investment approach

The philosophy is that no two clients are alike and EFG Harris Allday offers a truly bespoke, active management service utilising a wide range of asset classes. Each portfolio is tailored to individual requirements, in line with a client’s risk level and investment time horizon.

Charges

Our adviser charges

£0 – £250,000	0.8%
£250,001 – £499,999 (or part thereof)	0.75%
£500,000 – £999,999 (or part thereof)	0.7%
£1,000,000 – £1,999,999 (or part thereof)	0.6%
£2,000,000+	0.5%

Custody fee of 0.2% is included

For further information on charges please contact your local EFG Harris Allday New Business Development Manager listed below.

Adviser charges may be paid out of your SIPP cash account by AJ Bell Investcentre. In addition, your financial adviser may receive initial and ongoing payments from EFG Harris Allday. Your adviser can provide you with further details.

AJ Bell Investcentre will not accept investment instructions – these must be arranged directly with EFG Harris Allday.

Your adviser is responsible for transferring cash between AJ Bell Investcentre and EFG Harris Allday. Your adviser must transfer cash using AJ Bell Investcentre's online cash movement facility.

Contact details

EFG Harris Allday

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