FUNDHOUSE

investment clarity

Model Portfolio Service

Introducing The Fundhouse Model Portfolio Service
Exclusively For Financial Advisers

mps@fundhouse.co.uk

www.fundhouse.co.uk

Model Portfolio Range

Fundhouse offer four Model Portfolio strategies: Core, Index Plus, SRI and Bespoke. We manage five different levels of investment risk to cater for the most cautious and adventurous investors.

Fundhouse Model Portfolios are authorised and regulated by the Financial Conduct Authority via Fundhouse Bespoke Limited.

Risk Categories	Core	SRI	Index Plus	Bespoke	Typical Equity	Return Goal (net)
Defensive	✓		✓	✓	20%	Cash + 1%
Cautious	✓	✓	✓	✓	40%	Cash + 2%
Balanced	✓	✓	✓	✓	60%	Cash + 3%
Growth	✓	✓	✓	✓	80%	Cash + 4%
Equity	✓		✓	✓	100%	Cash + 5%
Fund Allocations	**Active & Passive**	**Active & Passive**	**Passive**	**Tailor-made**		
Fundhouse Fee	**0.15%**	**0.15%**	**0.09%**	**0.09% to 0.15%**		

Fundhouse Model Portfolios make use of our award-winning investment research and are designed with our core principles in mind.

Low-cost, clear views, deep research, unconflicted.

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. 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.

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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
Since launch in 2018, all Fundhouse Core Model Portfolios have outperformed IA Sector benchmarks.

About Fundhouse

Fundhouse was co-founded in 2007 by Rory Maguire and is an independent, owner-managed firm providing specialised investment advice and Model Portfolios to our clients.

We are a multiple-award-winning firm with strong expertise in fund manager research, asset allocation, and portfolio construction for institutions and Financial Advisers.

2007
Fundhouse founded

2010
Launched unbiased fund research

2014
Rated Standard Life GARS negatively

2016
Awarded 'Best Independent Fund Ratings Provider'

2018
Launched Core Model Portfolios

2019
Launched SRI Model Portfolios

2021
Model Portfolios AUM £70m

2022
Fundhouse 15-year anniversary

2023
Model Portfolios AUM £350m

2023
Launched Index Plus Model Portfolios

2024
Model Portfolios AUM £1.2bn

Best investment solution provider to the UK's largest Independent Network in 2023.

Top decile performance versus peers over three years*

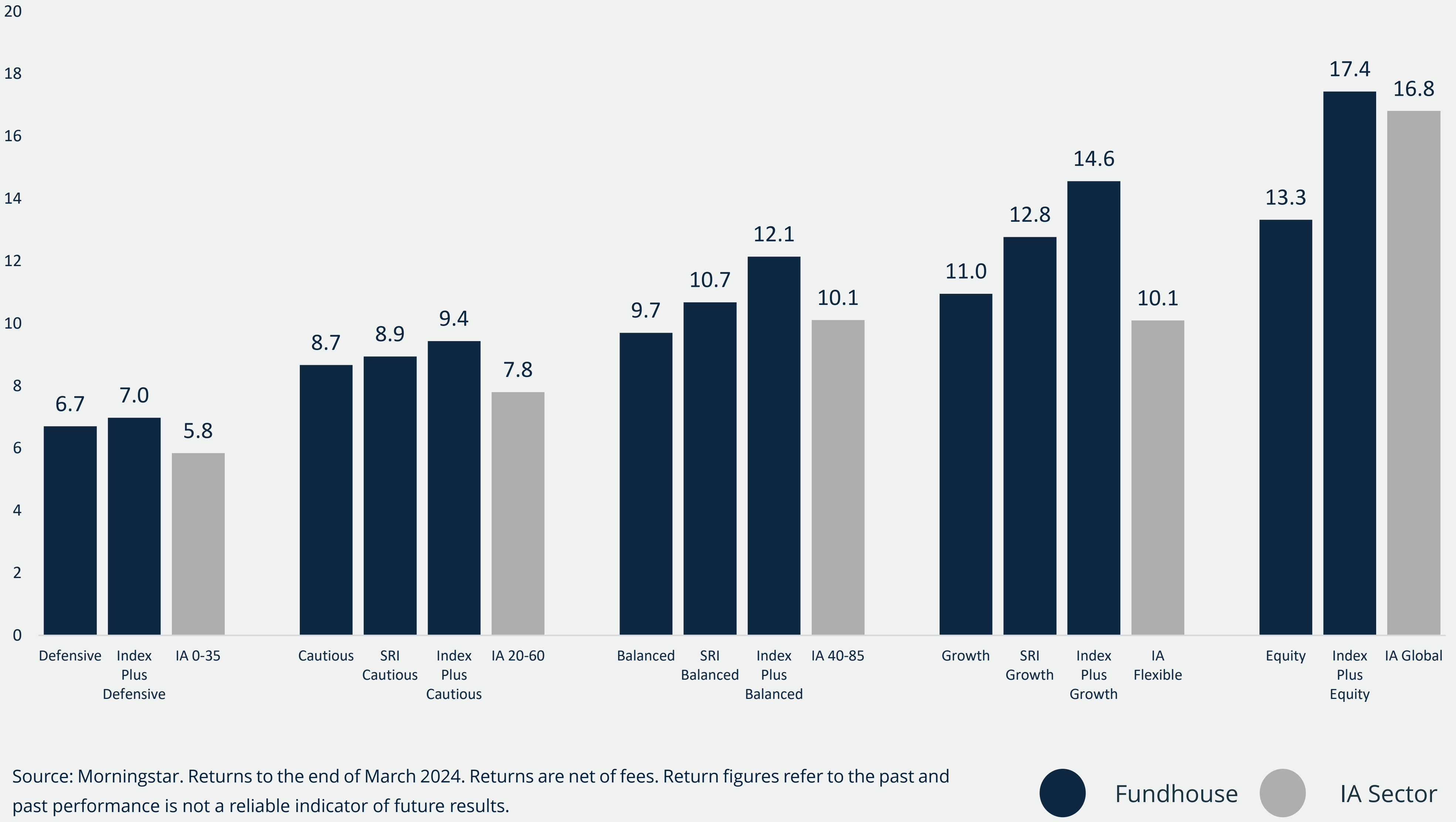
* Source: Returns are based on Morningstar Data at 31 December 2023 that can be viewed here: https://www.managed-portfolio.com/data. We have used our Core model range and compared it as follows: Defensive vs. 0-20% Equity, Cautious vs. 20-40% Equity, Balanced vs. 40-60% Equity, Growth vs. 60-80% Equity and Equity vs. Global Large Cap Equity Blend. Return figures refer to the past and past performance is not a reliable indicator of future results.

Fees & Costs

Launch Date	Model Portfolio	Average Equity (%)	No. of Funds	Our Fee	Fund OCFs	FH Fee + OCFs	Transaction Costs
13-Sep-18	**Global Defensive**	20	15	0.15	0.25	0.40	0.06
03-Sep-18	**Global Cautious**	40	15	0.15	0.35	0.50	0.09
17-Sep-18	**Global Balanced**	60	16	0.15	0.48	0.63	0.09
03-Sep-18	**Global Growth**	80	15	0.15	0.59	0.74	0.10
03-Sep-18	**Global Equity**	100	10	0.15	0.68	0.83	0.10
01-Oct-19	**SRI Global Cautious**	40	15	0.15	0.36	0.51	0.10
01-Mar-19	**SRI Global Balanced**	60	14	0.15	0.45	0.60	0.09
01-Mar-19	**SRI Global Growth**	80	14	0.15	0.53	0.68	0.08
31-Mar-23	**Index Plus Defensive**	20	10	0.09	0.14	0.23	0.11
31-Mar-23	**Index Plus Cautious**	40	12	0.09	0.14	0.23	0.09
31-Mar-23	**Index Plus Balanced**	60	12	0.09	0.14	0.23	0.08
31-Mar-23	**Index Plus Growth**	80	11	0.09	0.14	0.23	0.05
31-Mar-23	**Index Plus Global Equity**	100	7	0.09	0.16	0.25	0.03

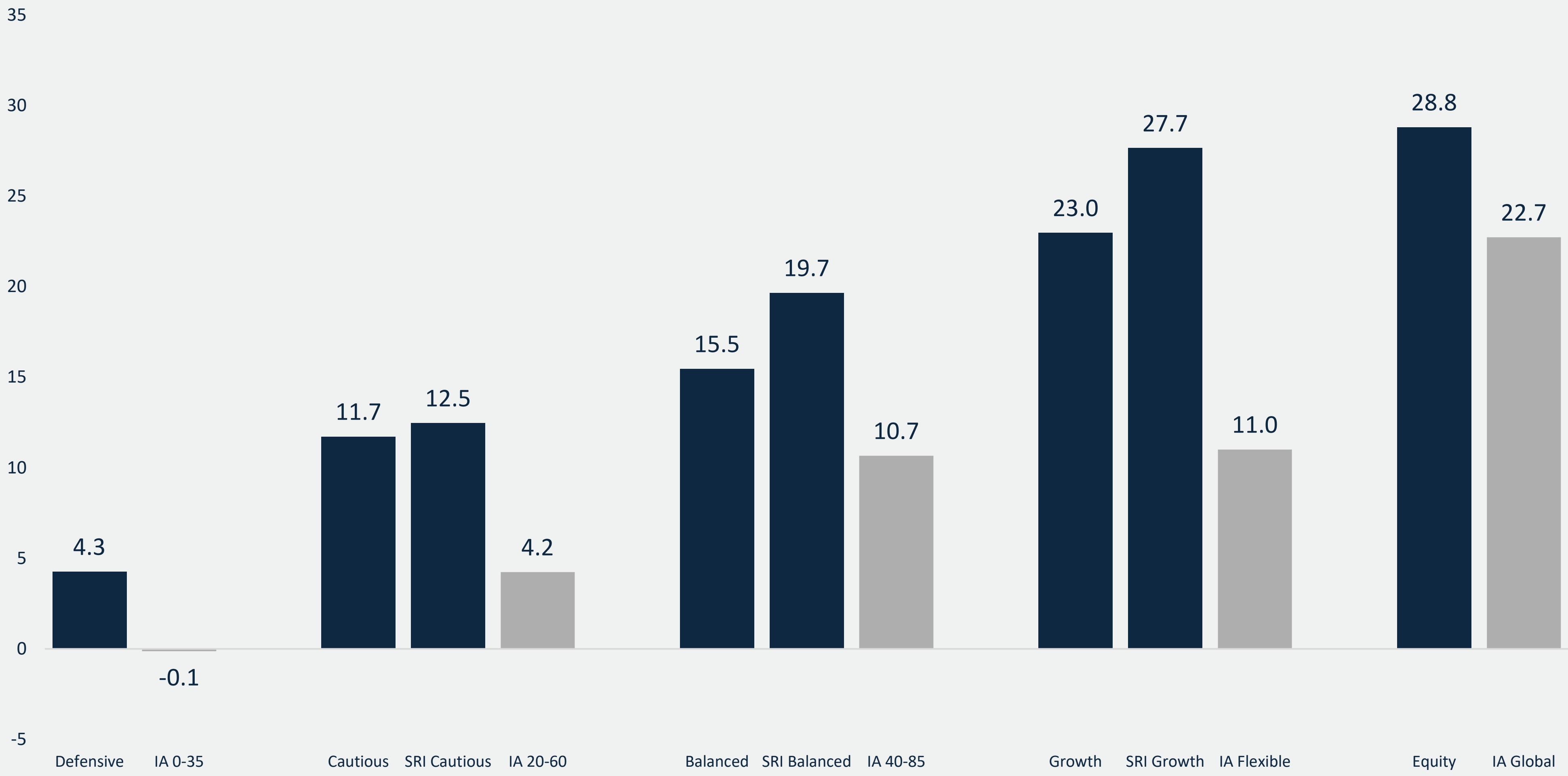
Source: Morningstar as of 31 January 2024. Fees are per annum and OCFs and Transaction Costs are weighted averages. Our Fee excludes VAT and we do not charge VAT on our MPS services. An OCF is the ongoing charges figure related to the underlying funds. Transaction Costs are costs of trading securities inside each fund.

Returns One Year



Source: Morningstar. Returns to the end of March 2024. Returns are net of fees. Return figures refer to the past and past performance is not a reliable indicator of future results.

Returns Three Years



Source: Morningstar. Returns are cumulative to the end of March 2024. Returns are net of fees. Return figures refer to the past and past performance is not a reliable indicator of future results.

Fundhouse IA Sector

Platform Availability

Our Model Portfolios are available on the following platforms:

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

Investment 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
Investment Solutions Director

Peter Brunt, CFA
Senior Investment Analyst

Mayokun Theodore, CFA
Investment Analyst

Stephane Issa El-Khoury, CFA
Investment Analyst

"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've gained insights that have significantly enhanced our investment decisions."

UK Wealth Sector and client of Fundhouse.

Transparent
Honest
Deeply Researched

“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.

Investment Process

Our process involves avoiding low-probability decisions that are unlikely to succeed. Instead, we focus on implementing strategies that have demonstrated higher odds of success.

1

Investment Outcome

Each portfolio starts with a long-term cash + investment goal

2

Strategic Asset Allocation

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

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

Service

We are proud to provide excellent service. In 2023, 98% of client enquiries were replied to on the same day.

Portfolio Rebalancing

- Continuous monitoring
- Limited trading
- Rebalancing when needed; portfolio drift or to implement an investment view.
- In 2023, there were three rebalances.

Service

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

Reports and Content

- High-quality videos
- Regular webinars
- Performance analysis
- Factsheets
- Monthly market commentary
- Quarterly updates
- Model Portfolio change notes

Rory Maguire
Chief Investment Officer

Chris Proudfoot, CFA
Investment Manager

Victoria Johansen
Operations Manager

Georgia-Rae Fry
Business Development Manager

Speak directly to the team: mps@fundhouse.co.uk

Contact

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Getting in touch.

mps@fundhouse.co.uk