



PENHALLOW ASSOCIATES LIMITED
A Financial Knowledge Company



Wealth Management – Understanding Your Clients as well as your Markets

Virtual Learning or Classroom Training

Duration 3 Hours

Course Price: On Request

Location: (UK) For Virtual Learning Live Environment via Video Communication.

To book, or, require more information. Please contact Alan Penhallow;

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This programme may be of interest to your colleagues.

www.penassco.co.uk

Course Overview

The industry quietly looks after vast amounts of High Net Worth Private Client wealth, shirking the headlines & aiming for confidentiality & discretion. While fees earned from managing Client funds are clearly the predominant revenue generator, there are other services which can be offered to make the account 'stickier'. Underpinning all of this however is the critical objective of managing the Clients themselves. Managing relationships is a very different proposition to managing their money.

Program 1 - Understanding the importance of today's Client Relationship Managers

- How does one define 'High Net Worth'?
- How big is the market? Who are the major players?
- Where is the revenue growth to come from? What are the implications of this?
- What makes a good Client Relationship Manager?
- Generation Y & the potential impact of inter-generational wealth transfers
- **Case Study – What might make Clients think about leaving?**

Program 2 - Wealth Management Products and Services

- What are the principal risks facing the industry?
- How many providers are a Client going to use & why?
- How do you differentiate your Bank from the competition?
- Family Office – combining the roles of Accountant, Lawyer, Banker
- The impact of Technology. Robo Advisers & the Omni Channel Adviser
- **Case Study – The ideal professional service provider – Listener or Talker?**

Program 3 - Portfolio Construction in Practice for a High Net Worth Client

- How have Wealth Managers' invested their Clients' wealth to date?
- The management of expectation – a risk in itself
- Financial Planning – asking the right questions. **Know Your Customer**
- How important is Asset Allocation?
- Diversification vs Correlation
- Client profiles and model portfolios
- **Case Study – Asset Allocation decision making with a Client profile**

Learning Outcomes

- Understanding where new business is to be acquired from
- Understanding what makes a good Client Relationship Manager
- The importance of accurately profiling a Client's attitude to Investment Risk
- Understanding the importance of handling generation Y as they move ever closer to their inheritance
- Knowledge to properly calibrate the Financial Planning process to improve the chances of meeting Client expectations

Trainer Profile



Paul Meadows

Paul has fifteen years Investment experience through various Front Office roles on the Buy side of the Markets in the UK - Trader, Global Equities Research Head & Portfolio Manager. He has knowledge of working in both Institutional & High Net Worth Private Client environments with the likes of Royal Insurance & Lloyds Private Bank.

He has been designing & delivering both Public & in-house Financial Markets Training programmes worldwide since 2000, initially with the in-house tailored training arm of Euromoney, DC Gardner & has been the Managing Director of Chadley House Training since 2004. Clients range from Investment Banks (Citi, Deutsche Bank), Private Banks (Hoare & Co), Fund Managers (Blackrock, Axa IM), Sovereign Wealth Funds (Kuwait Investment Authority), Regulators (from London, Mongolia, Angola & Tanzania), Exchanges (London, Nigeria), Hedge Funds (Brevan Howard, Man Group).

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