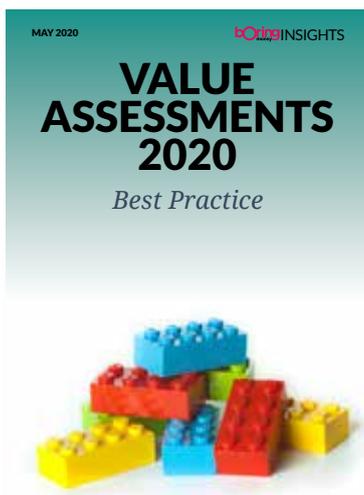


Assessment of Value – How Boring Money Can Help You

Your first Assessment of Value has been published, so what next?



In 2020, Boring Money has helped over 10 leading global and UK asset management brands to understand precisely what investors value - including how they define and measure 'Quality of Service' - and translated this into clear and meaningful **recommendations** for development of their first 'Assessment of Value' reports. We also collate detailed inputs from investors which allow us to supply **ongoing metrics** to firms to feed into their Quality of Service modules. And we have also completed our own detailed reviews and analysis of 25+ published 'Assessment of Value' reports and produced a detailed **Best Practice** report, informed by our knowledge of what investors want to see.

Going forward, there are two areas where you may need further support, which we can help with.

1. Benchmarking and Taking Stock – What does Year Two look like?

<p><u>The Value Report – Best Practice</u></p>	<p>What does 'good' look like?</p> <p>Drawing on our existing investor insights and examples from our internal reviews of 25+ 'Assessment of Value' reports, we consider what is best practice and what is poor practice.</p> <p>An updated version will be published late October</p>	<ul style="list-style-type: none"> • >25 reports analysed • Detailed tables • 'Scrapbook' of examples • Specific recommendations
<p>Review and development</p>	<p>How does your Assessment of Value stack up?</p> <p><i>Bespoke review</i> - we will examine your 'Assessment of Value' report and highlight the strong and weak points, providing clear suggestions for improvements.</p> <p><i>Customer testing</i> - there is also the option to undertake qualitative testing with investors to obtain the customer perspective to test planned revisions and inform further development.</p>	<ul style="list-style-type: none"> • PPT deck • Webinar <p>Costs for qualitative testing start from £10,000 for in-depth interviews and debrief.</p>

We are offering clients both the Best Practice Report, a Bespoke Review of their 2020 report, detailed recommendations for change and a webinar to deliver and discuss all findings for a packaged fee of £10,000. The report alone costs £8,000 and we charge £5,000 for an individual Bespoke Review and recommendations. Some clients have also asked us to test the Year One report with investors to inform change.

2. Improving and getting ongoing customer inputs

<p><u>Investor Tracker</u></p>	<p>How does investor sentiment change?</p> <p>Each quarter we survey 1,500 fund investors and ask them about their investment behaviour, sentiment and intentions – specifically considering Quality of Service in the questions on value.</p> <p><i>This ongoing report provides the metrics used by our clients for inclusion in their Quality of Service reporting module.</i></p>	<p>Both advised and non-advised end investors</p> <p>Get access to our Investor Tracker survey for just £4,000 per quarter (minimum term 1 year)</p>
<p>User panels</p>	<p>What do users think?</p> <p>We can build and manage a programme of regular, flexible research to gather tailored inputs from all types of users, including any direct book, platform users, advised customers and financial advisers themselves.</p> <p><i>We are working with some firms to add the adviser voice to the overall assessments of value.</i></p>	<p>Costs to build a build a user panel will depend on specific requirement – please enquire for a quote.</p>

If you would like to discuss this proposal or have any queries, please contact holly@boringmoney.co.uk.

More detail about the specific content can be seen at <https://www.boringmoneybusiness.co.uk/reports/value-assessments-2020/>

Feedback from a client

“The landscape for asset managers is changing faster and in different ways than ever before, with challenges on many fronts. In particular enhanced regulatory requirements resulting from the Asset Management Market Study is putting the customer at the front and centre of key decision making in providers. Access to the customer thinking will be key to informed decision making.

“Boring Money are carving out a significant position in this space, providing us with insights on customer thoughts relating to value, communication, price, asset allocation and desired outcomes. Whilst we could obtain some of these insights ourselves, it is more economic for us to do it through Boring Money, and also gives us access to a broader customer group. A number of other providers have no access to direct customer thinking given the heavy shift towards intermediary distribution in recent years. I have no doubt that as the trend continues, Boring Money, as a customer champion, will be seen providing more and more independent customer insights to senior decision makers at asset managers.”

Phil Wagstaff | Global Head of Distribution, Jupiter

