

FOR PROFESSIONAL ADVISERS ONLY

# The partner of **choice** for financial advisers.

Share our vision, join our community, stay ahead of the curve

Via Sense, Lyncombe and Rockhold, we support your choice of proposition based on your client needs with the same outcome: the right advice, the right charges, and the right risk management for your clients, in an environment where **you retain control and ownership of your business and your clients.**

**#BuildingValue**





# #ASHLGroup

Adviser Services Holdings Limited (ASHL) is a Top 10 UK advice business and services provider to Financial Advisers via a network and national model, that is challenging the traditional network models, by providing choice to Financial Advisers.

We offer all the hygiene factors that you would expect from an advice network, the difference with the ASHL Group, is that we understand that no adviser journey is the same.

We embrace **flexibility and individuality**.



**Aquisition of Lyncombe, Sense and NDL Networks completed**

ASHL provide lifeline to Network Direct, alongside acquisitions of established networks Sense and Lyncombe, supporting advisers through income novation and reauthorisation, and ensuring continuity for clients.

**Integration of staff and systems**

Growth of internal staffing alongside acquired staff, offering continuity of support across the wider ASHL Group of Companies.

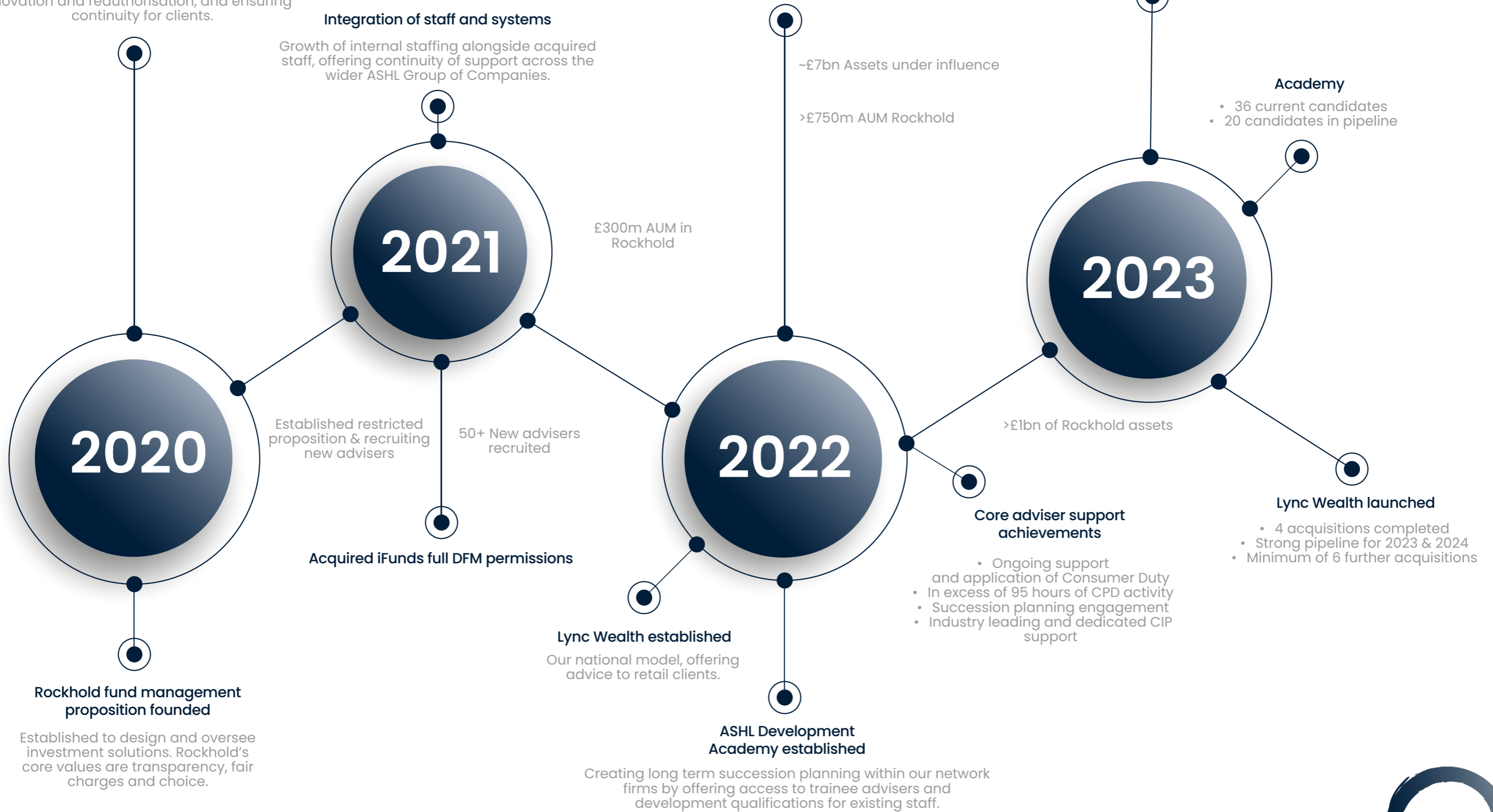
**>400 Advisers in ASHL Group**

334 Independent Advisers and 75 Restricted.

**>95 Restricted Advisers in ASHL Group**

**Academy**

- 36 current candidates
- 20 candidates in pipeline





# The story of our ensō

This blue ensō, is a visual motif that connects the ASHL Group companies through texture and colour. It is a beacon, recognition of the collective strength of the group, reassurance to prospective clients that they can expect support of the highest standard, from dedicated experts.

Our emblem will continue to develop, as the ASHL Group grows and develops, building on the foundations of the ASHL Stone Blue of Rockhold and Lyncombe, and the expressive brush stroke tail, representing Sense.

Change may be constant, but our power is our collective consistency.





**STRUCTURE**

Freedom within a framework.  
Built to help you succeed in  
building a valuable business.

**COLOUR**

Because the industry of regulation  
doesn't have to be black and white.

**EXPRESSION**

Our ethos embraces community,  
individuality and collaboration.

**COMPLIANCE  
AND REGULATION**

The heart, the safety of network model.

**so much more...**

#BuildingValue



**We support your advisory business** at every stage of the authorisation process and beyond.

### Proposition Support

Offering Industry leading guidance to support you and your firm with your chosen Advice Proposition. This includes design, documentation, best practice and ensuring regulatory standards are met.

### Novation & Agencies

Our specialist novation team works closely with all providers, understanding the necessary requirements to ensure a smooth transition, with minimal disturbance to you, your clients and your ongoing revenue.

### Fee & Commission Income

Our Adviser Pay team will be your dedicated point of contact to ensure commission is paid to you without delay. Ongoing support is available.

### iO Support & Data Migration

We deliver bespoke iO training, tailored to meet your needs, alongside a dedicated support mailbox. We also offer a unique migration support service, to manage the import of your existing client data, ensuring the least possible disruption to your business.

### Case Review and T&C

In addition to proactive technical support, you will also receive regular, tailored 1:1 reviews with your T&C Supervisor, which will give you the reassurance that you are satisfying network standards and can concentrate

### Consumer Duty Expertise

Our in-house experts deliver regular, step-by-step guidance around the critical and numerous Consumer Duty outcomes, as well as the other ever-changing regulatory requirements, in the form of communications, training and live events, to ensure that you remain informed and compliant.

### Marketing Support

You will have access to a suite of marketing support services, including client facing materials (brochures, guides, newsletters) as well as bespoke support on such areas as advertising, website development, SEO and more.

### Development Programme

You will have access to in excess of 95 hours of CPD annually. This includes both face-to-face and virtual events, including regular webinars and interactive sessions. Your T&C Supervisor will monitor your CPD to ensure you meet regulatory commitments.

You aren't just a number; you are a **key component of a community** of financial advisers.

### Competitive PII Cover

Our unique model, leverages the benefits of being a network member, whilst offering a bespoke arrangement with individual underwriting for each firm, but with the costings of an umbrella policy.

### Business Development

Dedicated support focused on increasing revenue:

- Succession Planning
- Graduate recruitment
- Practice Buyout
- Adviser Academy for new and experienced advisers

# Freedom within a framework.

ASHL supports both independent and restricted advice propositions, so that **no matter your route to market**, we are here to support you on your journey.

Fundamentally the difference is as simple as who does the research and due diligence to build the right proposition for your beliefs and your client needs, ensuring that your clients continue to receive advice that meets those needs whilst remaining suitable for their risk and reward goals, all wrapped up with fair charges and service.

ASHL's propositions are designed to give you, the principal, the freedom to run your own business with the right support you need.

So, let's look at the difference in ASHL propositions that you can choose from.







## Your proposition, your way.

As an independent financial adviser, you can choose to conduct your own research and due diligence, or take advantage of our in-house expertise. We are here to support you and your firm with your chosen advice proposition, with access to:

- Expert investment solution research support
- Platform analysis
- Provider best in class matrixes

For those who wish to build their own tailor-made proposition, we offer industry leading support on the following:

- Designing and documenting
- Ensuring all regulatory considerations are met
- Providing best practice guidance

- The flexibility and support to build your own, tailor-made advice proposition, which matches your client needs, from whole of market.
- We will provide you with industry leading, expert support in creating a robust, repeatable, fit for market proposition.
- For firms that require additional support, we also provide access to risk managed investment solutions covering active, passive, sustainable and income management styles.
- Offering protection from increasing regulatory demands to ensure peace of mind.



**LYNCOMBE**

## Your Pre-Built Proposition

Centralised research conducted by industry experts, covering all elements of due diligence and design for your Advice Proposition, covering:

- Portfolios & funds
- Platforms
- Providers
- WOM where restriction is not beneficial to your clients

- Lyncombe is our **industry leading Pre-Built Advice Proposition**, where we have conducted the initial and on-going full research, due diligence and design decisions, enabling you to focus exclusively on client advice and service.
- We have researched the whole market to build a compelling proposition with a mixture of panel and whole of market providers across all advice areas, **delivering extra value for your clients** from negotiated discounted terms not available to individual firms where there is benefit from a defined panel of providers and WOM where there is not.
- All backed up with a **comprehensive range of fully risk managed investment solutions** for active, passive, sustainable and income vehicles via a range of different investment solution types.

## **Our National Advice Model**



### **Succession planning, Internal markets, Practice buyouts.**

Through our national model, we can provide a route of acquisition that allows a consistent and protected client journey.

From working closely with all of our member firms and understanding their future plans, we have access to a high quality list of prospective buyers and sellers and can connect the correct partnerships together from within the ASHL Group.

If the time comes, we can also support you with your own practice buyout and help to connect you with the right buyer, that will continue to support your clients in the manner in which you would expect.

# Rockhold, our market-leading investment solution.

- Rockhold Asset Management has been established to design and oversee investment solutions. Keeping them under constant review with the aim of **helping your clients achieve their investment objectives**. It forms the core investment proposition for our pre-built proposition and is fully available within your tailor-made proposition, if you decide it matches your client's needs.
- Rockhold's core values are transparency, fair charges, and choice. We offer advisers investment **expertise and robust governance**. Our engagements are consultative and flexible.
- Designed with a risk managed approach we ensure that Rockhold portfolios will remain consistent with your advice, aligned to your client's risk profile, and fulfil their investment goals over time.
- Communication Support – no matter which proposition you choose, you will have access to internal and client facing support material, including investment updates, website support, **dual-branded adviser and client-facing material**.



ROCKHOLD

# Futureproofing your business and the industry...

At ASHL, we understand the importance of playing our part in the successful future of financial advice.

## ASHL Adviser Development Academy

Whether you have talent within your firm that you are looking to develop, whether you are looking to recruit talent to ensure the future of your firm or grow your business sustainably,

Our partnership with NextGen Planners offers the ASHL standard of quality together with proven routes to qualification for all levels, within a timescale and budget to suit your needs.



Speak to our team to find out why the ASHL Group is the partner of **choice** for a growing community of UK based financial advisers.

01565 658 840

# Start your journey today.



[enquiries@adviserservices.co.uk](mailto:enquiries@adviserservices.co.uk)





**A S H L**

### **Disclaimers**

Sense Network Limited, Lyncombe Consultants Limited and Rockhold Asset Management Limited are part of the Adviser Services Holdings Limited 'ASHL' Group of companies. Adviser Services Holdings Limited is a limited company registered in England and Wales with company number 12012534.

Sense Network Limited, Lyncombe Consultants Limited and Rockhold Asset Management Limited are authorised and regulated by the Financial Conduct Authority.

Lyncombe Consultants Limited is a limited company registered in England and Wales with company number 06030940.

Sense Network Limited is a limited company registered in England and Wales with company number 6089982.

Rockhold Asset Management Limited is a limited company registered in England and Wales with company number 02442391.

We have our registered office at Brookdale Centre, Manchester Road, Knutsford, WA16 0SR.