



Alexander Beard agrees outsourcing partnership with London & Capital

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Financial services firm Alexander Beard Group has entered into a partnership agreement with London & Capital to provide an outsourced, discretionary managed investment proposition for use by its UK-based financial advisers.

Alexander Beard Group founder and executive chairman Paul Beard (pictured) says: “We thought long and hard about the world of financial services post-RDR, and we came to a carefully considered decision – that is that our advisers should not be selecting individual investment funds, or building their own portfolios. We concluded that we should be working with an experienced, external investment manager on our post RDR proposition, and we have therefore undertaken a comprehensive review of the market; our decision to partner with London & Capital follows a full six months of market research and due diligence.

“London & Capital has a growing reputation in this area, and their service will constitute a central plank in our post-RDR fee-based client propositions, so we are absolutely delighted to forge this partnership. L&C has established a number of similar relationships with other IFA firms over the course of the past two years, the highly favourable feedback we received from some of those firms, allied to our own research, giving us the peace of mind we were looking for. I am sure we have picked the right partner, for the long-term benefit of our clients, and I believe this will be a mutually beneficial relationship for both business parties.”

Richard Leigh, managing director, adviser solutions at London & Capital, says: “We have made numerous visits to Cheshire over the last year, getting to know Paul and the team, exploring the ways in which we might work together. Like the Alexander Beard Group, we have just celebrated 25 years in business, and this was just one of many synergies and aspects we found we had in common. We are delighted to receive ABG’s vote of confidence, and look forward to building a long and mutually rewarding association, to the benefit of all Alexander Beard clients.”