



INTELLIGENTMONEY



# TARGET MARKET ASSESSMENT

DOCUMENTED IN SUPPORT OF CONSUMER DUTY

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## 1. OVERVIEW OF DISTRIBUTION CHANNELS

Intelligent Money offers two distinct distribution channels; Direct to Consumer (Private Clients) and Investment Service Providers (Financial Advisers).

WRAPPER	FINANCIAL ADVISERS	PRIVATE CLIENTS
OPEN MARKET SIPP	YES	NO
PENSION	YES	YES
ISA	YES	YES
GIA	YES	YES

## 2. OVERVIEW OF INVESTMENT OPTIONS

Intelligent Money restricts access to different investment options for its Direct to Consumer (Private Clients) proposition and its Investment Service Providers (Financial Advisers) proposition and prohibits the holding of non-standard assets for any category of consumer.

INVESTMENTS	FINANCIAL ADVISERS	PRIVATE CLIENTS
WHOLE OF MARKET	YES (SIPP ONLY)	NO
IM PORTFOLIOS ONLY	YES	YES
NON-STANDARD ASSETS	NO	NO

## 3. SUMMARY OF DISTRIBUTION CHANNELS AND INVESTMENT OPTIONS

Intelligent Money restricts access to certain investments that it considers may cause detriment to its clients. Non-standard assets are prohibited for all consumers regardless of distribution channel. Whole of Market investment selection is restricted to FCA Authorised and Regulated Financial Advisers. Intelligent Money also facilitates a range of Model Portfolios in conjunction with Discretionary Fund Management firm P1 Investment Management and these portfolios are available to financial advisers, whilst representing the only investment options for consumers accessing the company directly.





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#### 4. OVERVIEW OF INVESTMENT PORTFOLIOS

Intelligent Money offers a range of investment portfolios in conjunction with P1 Investment Management. The portfolios are designed by Intelligent Money to meet different investment objectives and/or provide exposure to differing investment classes. Below we highlight each approach.

PORTFOLIO RANGE	INDEX TRACKING	STOCK SELECTION
IM INDEX	YES	NO
IM OPTIMUM	YES	NO
PH PORTFOLIOS	NO	YES
IM LIFESTYLE	YES	YES

#### 5. OVERVIEW OF EACH RANGE OF PORTFOLIOS

Each range of portfolios has different sub-portfolios with different aims and objectives. Below we outline the main characteristics of each sub-portfolio in each range.

IM LIFESTYLE	RISK RATING	SUITABILITY
GROWTH FOR INCOME	VARIABLE	MANAGED GLIDE PATH FROM GROWTH TO INCOME
GROWTH FOR WITHDRAWAL	VARIABLE	MANAGED GLIDE PATH FROM GROWTH TO WITHDRAWAL
INCOME	BALANCE	MANAGED BALANCED ONGOING INCOME



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IM INDEX	STOCK MARKET	BONDS
IM INDEX 100	100%	NONE
IM INDEX 80	80%	20%
IM INDEX 60	60%	40%
IM INDEX 40	40%	60%
IM INDEX 20	20%	80%

IM OPTIMUM	RISK RATING	SUITIBILITY
GLOBAL GROWTH	HIGHER	10 YEARS PLUS
GROWTH & INCOME	MODERATE	7-10 YEAR
INCOME	BALANCED	4-7 YEARS OR INCOME
CAUTIOUS	LOWER	2-4 YEARS OR CAUTIOUS
DEFENSIVE	LOW	LESS THAN 2 YEARS
IM SUSTAINABLE	BALANCED	SOCIAL RESPONSIBILITY
IM MONEY MARKETS	VERY LOW	LONGER TERM CASH ALT

PH PORTFOLIOS	RISK RATING	SUITABILITY
PH EQUITY	BALANCED	LARGE MAINSTREAM HOUSEHOLD NAMES
PH OPPERTUNITIES	HIGHER	LONG TERM OPPORTUNITIES
PH TECHNOLOGY	MODERATE	TECH PROVIDERS AND IMPLEMENTORS



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## 6. TARGET MARKET (WHO ARE OUR PRODUCTS AND SERVICES AIMED AT)

Intelligent Money has two distinct target markets, FCA Authorised and Regulated financial advisers making personalised recommendations, on behalf of their clients, and members of the public seeking simple and fully managed solutions that encapsulate both high quality and high value.

Whether a client is placed with us through a financial adviser or has come to us directly, there are certain attributes that we would expect them to meet in order to benefit from our products and services;

- UK nationals or residents, typically with net relevant earnings to enable tax efficient pension and ISA contributions.
- Typically aged over 18 years, but this would obviously not be the case for Junior ISAs and Pensions.
- A medium to long term investment horizon for growth, income or a combination.
- An understanding that capital is at risk with equity and bond based investments
- A level of financial responsibility that enables them to consent to any advice being provided by their financial adviser (where applicable) or make their own investment decisions when coming directly to us
- A requirement for the services of a financial adviser, or;
  - A distinct requirement that they do not wish to use a financial adviser and feel capable of making their own decisions unassisted and without paying financial advice fees, or;
  - A requirement for non-regulated and generic information and guidance in order to assist them in making their own financial decisions without paying financial advice fees.
- Certainty of knowledge that Intelligent Money does not provide financial advice and the difference between this and information and guidance.



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## 7. NEGATIVE TARGET MARKET (WHO ARE THEY NOT SUITABLE FOR)

Not all consumers will be suitable for the services of Intelligent Money. These includes;

- Any consumer (or their financial adviser) who wants to access non-standard and/or esoteric investments. This includes, but is not limited to speculative assets, unregulated collective investments, cryptocurrency, Forex trading, illiquid assets, tradable assets not listed on a recognised stock exchange and any other asset the FCA may deem from time to time a 'non-standard' asset.
- Any consumer who wants to access Whole of Market investments from third part providers without doing so through a financial adviser.
- Any consumer who does not understand that equity and bond investments carry risk to capital.
- Any clients who does not understand that Intelligent Money does not provide financial advice, that only regulated financial advisers can provide financial advice and that the information and guidance intelligent money offers to its direct Private Clients is not financial advice, but it generic information aimed to educate and enable better decision making.
- Any consumer who is unsure of the best course of action to take in any given circumstance and for whom the limitations of information and guidance we can make available to them does not satisfy this uncertainty. In all such instances such consumers should accept these limitations and seek regulated financial advice.

## 8. VULNERABLE CLIENTS

Intelligent Money recognises that some of its customers may be, or become, vulnerable. This means that they may require special assistance in one or more capacities. In such circumstances Intelligent Money understands it has a duty of care to ensure that such customers are able to deal with us, and be dealt with, in a fair and reasonable way that takes any vulnerability into account.

Intelligent Money further realises that non-vulnerable customers may become vulnerable in the To this extent, it will use its best endeavours to ensure it is aware of any circumstances, it reasonably could, that may lead to vulnerability, and take appropriate action where possible combat this. More can be found out about this in the Good Outcomes section of this document.



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## 9. GOOD OUTCOMES

The primary driver of any consumer interaction with any firm is to achieve a good outcome. In the case of engagement with regulated firms, the importance and significance of achieving a good outcome is paramount - and the result of not achieving a good outcome can be devastating.

Intelligent Money understands it has a duty of care to ensure you always receive a good outcome in all of your interactions with Intelligent Money and in all aspects of the profits and services we provide and make available to you.

We also understand that this duty of care extends to your interactions with other third-party associated with you being a client of Intelligent Money. Whilst our ability to 'police' other third party firms is certainly limited; we do take positive action to ensure your best interests are always being met and nothing known to us is likely to stand in the way of you receiving a good outcome.

## 10. POSITIVE GOOD OUTCOME TRIGGERS WE MONITOR

- If you are the client of a financial adviser ,we will undertake checks to ensure they are authorised and regulated by the Financial Conduct Authority (FCA) before accepting any applications from them.
- We will also ensure your financial adviser has signed an agreement with us setting out our terms and conditions for doing business with them.
- We strictly prohibit you or your financial adviser from accessing any non-standard investment assets within any product you may hold with us.
- We will regularly check to ensure you are receiving ongoing servicing from your financial adviser in return for any ongoing fees you have agreed to be paid to them.
- If we suspect you are not receiving the above, we will always write to you to seek your position and understanding, together with offering you a direct alternative with us to provide ongoing servicing of your products.
- We will always listen to you and take on board any circumstances you may tell us about that render you a 'vulnerable client' for the purpose of FCA rules. We will then act with this information and knowledge in mind to ensure it has no impact you you receiving a good outcome.



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## 11. NEGATIVE GOOD OUTCOME TRIGGERS WE MONITOR

- Complaints you make to us about our products, services and standards.
- Issues or concerns you may report to us regarding any third-party provider or adviser connected to your custom with us.
- Any general negative feedback you may report to us where we are able to take action to remove or mitigate the cause.

## 12. MATTERS THAT ARE OUTSIDE OF THE SCOPE OF OUR GOOD OUTCOMES POLICY

- The suitability of any advice provided to you by any third party.
- Actions or decisions you take at your own free will.
- The performance of any investments you select, or the indices/stocks contained within them.
- Unforeseen changes in your own circumstances that require a change in strategy or plan from the course you (or your financial adviser, if applicable) have decided upon taking.
- Acts, errors or omissions outside of our reasonable control.

## 13. PARTIES INVOLVED IN YOUR DEALINGS WITH INTELLIGENT MONEY

- Intelligent Money Limited (the SIPP/Pension/ISA/GIA provider and operator).
- Intelligent Money Trustees Limited (the Trustee of your SIPP/Pension with us)
- Seccl (the platform provider Intelligent Money uses to run your investments).
- P1 Investment Management (the Discretionary Fund Manager who runs our portfolios).
- LSM Technology (the software company which provides our in-house software and interface).
- Your financial adviser (if applicable, the firm or individual who advises and services you).
- Your adviser's choice of investment platform and SIPP investments (if applicable).





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