



Managed Accounts

A more efficient approach to
managing client investments



Lonsec

Building value for your business and clients

During a time of heightened market volatility, rising professional standards, and growing client expectations, building value in the financial advice industry is becoming ever more challenging.

At the same time, the role of the adviser is becoming increasingly critical. Clients require advice on a wide range of issues, and advisers need the flexibility to focus on providing genuine, goals-based advice. Creating value for your clients and your business requires not only a change in process but a shift in perspective.

Managed accounts help you unlock value by placing you at the centre of the advice process. They allow you to access a large and diverse team of experts to build and manage portfolios on your client's behalf, giving you more time to focus on giving high-value, strategic advice that's tailored to your clients.



More advisers are turning to managed accounts

Managed accounts have rapidly become a trusted solution for advisers, and their clients are reaping the rewards.

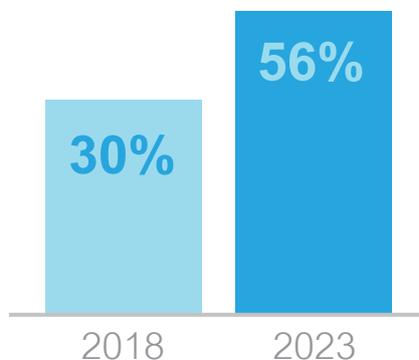
15.7
hours
saved each week
on average

Advisers using
managed accounts
have experienced

12%

higher client
retention levels

Proportion of advisers using
managed accounts has
increased by 26% since 2018



30%
growth
in flows
to managed
accounts in the
past five years

Don't miss out on these benefits for both your clients and your business.

Source: IMAP & Investment Trends February 2020 and 2022 Managed Accounts Report

How managed accounts enhance your advice value proposition

Managed accounts have become a popular way for financial advisers to scale their investment solutions and achieve greater efficiency and regulatory compliance.

Advisers are also starting to realise how powerful managed accounts are in transforming client conversations and giving them a greater stake in the advice process. Managed accounts have shifted advice from a time-intensive, admin-dominated business to one focused on objectives, client education, communication and engagement

By outsourcing the investment side of advice to a professional portfolio manager, advisers can demonstrate their commitment to an objectives-based approach that avoids conflicts of interest, draws on a wide range of quality investment solutions, and incorporates high-conviction ideas.

How managed accounts benefit the adviser

Greater efficiency

Reduce time associated with portfolio implementation, creating more time to work on your business or growing your client base.

Best interest duty

Avoid potential conflicts of interest and support your best interest duty by providing investment solutions managed by external parties.

Stronger client relationships

Less paperwork and administration allows more time to focus on strategic advice and enhancing the value of your financial advice offering.

Improved risk management

Your client's portfolio is underpinned by a professional investment process and remains within required risk management obligations.

Lower costs

The significant reduction in compliance and reporting means advice businesses can reduce admin overhead.

Deeper client conversations

Reporting and communications from the portfolio manager can be used to show how the client's objectives are being met.

Individualisation (IMA)

When utilising an Individually Managed Account (IMA), the ability to tailor your clients' investment portfolios according to their individual preferences in collaboration with our trusted and experienced portfolio implementation team.

Reduce your compliance burden

Managed accounts can help you meet your statutory and professional duties by outsourcing investment selection decisions to professional portfolio managers.

With Lonsec's managed accounts you can access institutional grade solutions that are based on market leading research, helping you avoid potential conflicts of interest while spending less time on monitoring and reporting.

Focus on delivering high-value, strategic advice

Whether its early access to super, cash flow management, or strategic business advice, clients are looking to their advisers for a holistic, goals-based solution.

By using Lonsec's professional portfolio managers, you will have greater capacity to provide strategic investment advice, managing the strategic asset allocation, and reviewing and rebalancing the investment mix in line with your client's objectives.

Have deeper conversations with clients

Lonsec's managed accounts bring the role of the adviser to the forefront of the wealth management process.

Lonsec provides regular market insights and portfolio reporting to support your in depth conversations with clients and demonstrate the value of your advice.

Enhance the value of your practice

By outsourcing the day-to-day portfolio management to experienced investment professionals, you can unlock value in your advice practice that is independent of your people and processes.

This means you have continuity in your business' value, even when key people leave or internal processes change.

Your clients will reap the benefits too

Your client needs an investment solution that is:

With a managed account:

Aligned to their needs

Your client can invest in a range of high-quality portfolios that are aligned to their risk preferences and objectives.

Customisation

With our Individually Managed Account (IMA) structure, your client can personalise their portfolio based on individual preferences, values and goals.

Managed by an experienced team

Highly experienced investment teams manage and monitor the managed account portfolio in line with the portfolio's mandate.

Transparent

Your client can easily view the assets and transactions in your managed account portfolio, and track against relevant benchmarks.

Responsive to market changes

Investment decisions are implemented quickly so you can capture market opportunities or manage risks as soon as they appear.

Portable

Depending on the investment structure, capital gains tax may not be applied if your client transfers any investments into or out of a managed account structure.

Cost efficient

Netting of trades may minimise buys and sells, which in turn reduces trading fees and transaction costs.

Efficient and simple

Your client can benefit from an actively managed, multi-asset portfolio with a cost-effective and competitive pricing structure.

We're here to help with the managed accounts conversation

If you've been thinking about ways improve your financial advice practice, look no further than Lonsec's managed accounts. The good news is that managed accounts are flexible, your clients can start small and build up from there.

Lonsec have a team of managed accounts consultants to support you, from the initial discussions with your clients all the way through to implementation phase.

Lonsec provide an ongoing service to ensure that you and your clients reap the benefits of managed accounts as soon as possible.

Practice transformation

Lonsec also have a team of experienced managed account consultants that can help transform your practice with Lonsec's managed accounts. We understand that this is a big decision to make and we work with you at a pace that is right for your practice and clients.

Our process isn't just about moving your clients to managed accounts – it is a holistic approach that looks at your entire practice and guides you through every stage. From helping you articulate your client value proposition and investment philosophy to forecasting and tracking your practice goals and engaging with staff and clients throughout the entire process. If you don't have an investment philosophy, we will help you create one so that you can take full advantage of the cost savings and operational efficiencies that come from having a consistent investment approach.

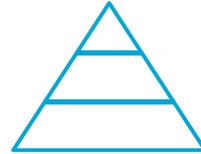
Having an agreed investment philosophy ensures that there is a consistent and rigorous process to every investment decision. It creates a transparent uniformity that can ensure efficiency in business processes as well as powerfully strengthen your client value proposition.

Why partner with Lonsec?

Lonsec is the research house of choice for advisers and fund managers. With unprecedented access to the investment teams behind every product we rate, we leverage the depth and breadth of our research to help you achieve better investment outcomes.



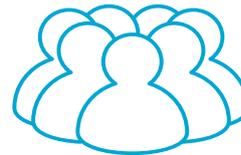
Lonsec's managed portfolios are available through a number of major platforms including AMP MyNorth, BT Panorama, HUB24, Macquarie Wrap, Netwealth and Praemium



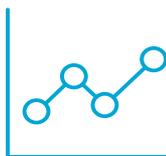
A diverse product suite to meet the different needs of individual investors, including the Individually Managed Account Service (IMA) for clients wanting further personalisation within their portfolio.



Ongoing support by a dedicated BDM and access to Lonsec's investment team, who can provide additional insights.



Backed by an experienced team of over 65 research analysts with deep knowledge of the investment product market.



A 20-year track record of managing investments through various market cycles.



Strong risk-adjusted performance, including through challenging market environments.

Want to find out more?

Get in touch today to find out how we can help you start implementing managed portfolio solutions for your clients. Call us on **1300 826 395** or email **info@lonsec.com.au**

[Lonsec.com.au](https://lonsec.com.au)

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