Why Skyblue?

Our principle aim, as a team of qualified investment professionals, is to compile a diversified portfolio of selected fund managers, each with their own skills set - resulting in an appropriate client solution. We go about this by extensive research, of fund mandates, manager style and investment philosophy, being mindful that each manager has different skills and niche market capabilities.

WHY USE A CLIENT SOLUTION

Asset classes perform differently in varying market cycles, which requires that client portfolios are constantly monitored, and when appropriate, altered to take these cycles into account. A good example is how property and bond funds do well when interest rates are declining, whilst money market funds perform better when interest rates rise.

Research has proven over 90% of investment returns come from asset allocation. We recognize this in our process, employing tactical asset allocation at the core of our decision making process. We recognise most clients do not have the time or inclination to look after their investments, which more often than not, results in heartache.

The same principle as for asset classes applies to fund managers. Each manager follows a different investment style, which will work better in some market cycles. We spend much of our time researching this, in the interests of our investors, after which changes, where appropriate, are made to any or all of the funds we manage.

Put simply, we take on the role of looking after your investment

OUR DIFFERENTIATION

We are not advisors or agents selling to the public – rather we are partners with a select group of Independent advisors with whom we work to look after THEIR client base. We provide a regular flow of information to enable them to keep you informed. When asked to present to, or assist with, clients we do so willingly as we believe this to be part of our long term desire to remain partnered with both yourself and your investment advisor.

BENEFITS

You gain access to selected investment managers – with whom we have regular contact and have established good working relations – through one access point. Where deemed appropriate we make changes without you having to take **any** specific action. We remove the selection responsibility from you, giving you peace of mind.

We are registered asset managers with the Financial Services Board, the government regulator which lays down the rules to which we must adhere - thereby giving you the required protection.

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FUND MANAGERS