

The last few months has been an emotional roller coaster for us all.

Now that we are into 2009 we believe that things have stabilised and are looking forward to coming out the other side. We are confident that portfolios will recover and prosper again, and that you can trust in our investment process and expertise.

To help reinforce the confidence that you have placed in us we thought you might appreciate us obtaining some independent confirmation of our expertise, some recognition that our investment process is respected in the industry and that our service is sought after.

We know that we offer more than our competitors because our new clients tell us so, we know that our portfolios perform better because we get to repair the portfolios of other advisers, but we thought that the only way that we could demonstrate this to you would be to enter some industry awards.

Our First Attempt - Investing for Income Planner of The Year

The first award that we entered was from the monthly national magazine Money Management, published by the Financial Times.

See www.ftadviser.com/MoneyManagement for more information.

We decided to enter the **“Investing for Income Planner of the Year”** category which seemed most appropriate to what we do.

The award entry involved responding to a case study and applying our asset allocation models and our overall financial planning process to it.

The entries were short listed and the final ten were then interviewed by a panel of industry experts in London.

The finalists were invited to attend a gala dinner hosted by Giles Brandreth and we were delighted to win first place with our first attempt.



Colin, Paula, and Mike at the Money Management award ceremony

New Breed Adviser Awards

The New Breed Adviser Awards were sponsored by the High Net Worth Adviser industry magazine (also part of the FT group). They were only open to “new model” advisers, as opposed to the old “product sales” IFAs.

We were delighted to win the **“Paraplanner Team of the Year”** award.

The support team is the backbone of our business and without it we simply couldn't function.

The paraplanners are your day to day contact for all queries, they undertake research, solve technical problems and prepare your reports.

New Breed Adviser Awards (continued)

We felt it was important for our paraplanners to be recognised, and so we submitted our case study which included a large number of client testimonials highlighting the service that they had received.

Once again, we were delighted to win and Toby Ellington went down to London to receive the award on behalf of the firm.



Toby (third from the left) with the other New Breed Award winners

We entered two further categories and were runners up in both **"Best Investment Adviser"**, and **"Best Adviser Firm - Treating Customers Fairly."**

Treating Customers Fairly is an FSA initiative designed to ensure that everything we do starts with you in mind. It is not a set of rules more an ideology to be formed and constantly built upon.

Whilst four wins out of four would have been fantastic we were delighted to be runner up in these two tough categories.

Money Marketing Best Investment Adviser Award

The most recent award that we have entered has been from Money Marketing which is a weekly industry newspaper.

Following the initial submission our entry was then subject to the first short list.

The second stage was to complete a detailed questionnaire relating to all aspects of the business including our investment process and returns, our turnover, profitability and financial strength, our staffing levels, costs and plans for the future.

This was then subject to a further short list before the final seven candidates were subject to interview, once again in London.

These interviews are always very nerve racking events. In this case, the interviewers were a panel of industry professionals and financial journalists. Despite in-depth preparation you always come out wishing that you could have done better!

The competition is tough as we are up against much bigger firms such as Hargreaves Lansdown, Best Invest and Chartwell.

The final result won't be known until we attend the awards dinner on 5 March 2009, but even if we don't win as a finalist we are delighted with what we have achieved.



We will from now on continue to enter awards because as a business we learn from the entry process, as individuals it is motivating to receive recognition and for you as clients we hope it gives you even more confidence in our service and expertise.

**Collin Lawson
Managing Partner**

Applewood Asset Management LLP. Brooke Court, Lower Meadow Road, Handforth Dean, Wilmslow, SK9 3ND.
t 0161 486 2250 f 0161 488 4598 e askus@applewood-am.co.uk w www.applewood-am.co.uk