

# GATEKEEPERS

ACCOUNTANT

LAWYER

TRUSTEE

CONSULTANT

FINANCIAL PLANNERS



## ALAN NOIK

Credo Capital

Alan Noik is the managing director of Credo Capital, an independent private client wealth manager and London Stock Exchange member stockbroking firm. Noik joined Credo shortly after it was formed in 1998, and today the firm has assets under administration in excess of £1.2 billion.

Credo Capital is part of the Credo Group, which also has a successful UK and European commercial real estate arm and provides trust and fiduciary services out of its Geneva headquarters.

HOW BEST TO PITCH

The fund manager must present. Attention to detail on the team interactions and the process, ability to provide specific and relevant trade examples as evidence are vital. Less opinions, more facts. I like funds that have taken the time to research who we are beforehand – that often makes the pitch far more relevant.

HOW NOT TO PITCH

Investment jargon gets a bit irritating and I prefer straight-talking, down-to-earth discussions. I don't like hard selling, or digressing on a question when a simple 'I don't know' will suffice. Don't send in the marketing people to present. Send in the decision makers/fund managers themselves.

LIKES

Transparency and appropriate access to the investment process. Long track record at current or previous firms and specialist past experience. Awareness of strengths and weaknesses as well as thorough knowledge of drivers of performance. Honesty regarding mistakes. Rigid and independent risk management. Managers that have skin in the game ie, their own money is invested in the funds they are promoting. I like managers that have 'been round the block'.

DISLIKES

Style drift and changes in process. Lack of concern on capacity and liquidity. Over-involvement in marketing from key investment personnel. Staff turnover. High fees that are not justified by current performance. Managers who quote pro-forma performance figures – I like to see actual numbers only.

WHAT DO YOU VALUE MOST IN A MANAGER?

RELATIONSHIP

PAST PERFORMANCE

REPORTING

SIZE OF FIRM

STRENGTH OF PROCESS



FINAL WORD

Transparency and performance are what it's all about when selecting a fund for our clients. We like to meet often with the fund managers and monitor performance closely. The moment we feel things are slipping, we act quickly and decisively.