

Chasing platforms on cost alone misses the point: Full functionality

Price is only an issue in the absence of value. Yet many offshore platforms seem to compete on price alone – but how useful is that if everything else fails? Too many investors have been let down by limitations or failures from ‘low-cost providers’.

There is nothing wrong with low cost, but Credo Wealth believes other factors are the key to making or breaking a client’s platform experience. Credo has been providing wealth management services to South Africans wishing to invest abroad for over 20 years. This has demonstrated that market access, modelling, a robust trading structure, client support, secure custody arrangements and reporting are all critical components for wealth managers and investors alike.

In the first instance, there is nothing more frustrating than not finding the fund or security you want – and even worse if it is on a cluttered, disorganised platform. Credo’s wealth platform provides a clean, smooth interface that accesses markets globally. While some platforms only offer funds, Credo provides access to equities, fixed income, funds, hedge funds and ETFs from more than 60 global markets.

One of Credo’s key features is the ability for advisers to create tailored, model portfolios for clients and manage them as a model: drift analysis, trading and re-balancing simultaneously rather than for each investor individually.

Resilient trading infrastructure is critical for platform performance. No investor wants to find that the platform has gone down because of tech issues or high volumes, especially on days when the market is volatile. You need a platform that is there when you want to trade. As the graph indicates, the Credo platform can

effortlessly absorb ‘peak’ flows when volumes spike, as experienced during COVID-19, US elections and periods of high market sentiment.

Client support from the platform is equally important. No matter how much information is in a FAQ, there will always be situations that require clarification or assistance. Credo’s experience with high-net-worth individuals and some of South Africa’s leading wealth managers has proven time and time again the value of having trained and knowledgeable support staff on call for investors. Credo also offers dedicated relationship and

account managers whose primary role it is to facilitate a superior client and wealth manager experience.

Credo’s custodian is Pershing, part of BNY Mellon, which is the world’s largest custodian and literally the benchmark for market best practice. In the event of a default or market failure, there is no safer global custodian available, full stop.

The Credo platform offers a flexible reporting structure that can be tailored for bespoke requirements, including reporting in 11 different currencies. Combining a seamless integration with life wrappers such as Old Mutual International, Glacier International and Momentum Wealth International, investors using Credo get far more than just a trading execution gateway: they benefit from a whole-of-market, multi-asset class, multi-currency technology enabled wealth platform.



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