



# ISACO Alpha

A premium fund research service for  
directly authorised small advisory firms.

For intermediaries only

**ISACO**  
LET'S GROW WEALTH TOGETHER.

# About ISACO

ISACO provides an outsourced investment solution that offers low cost and high levels of personal service.

'ISACO Alpha' is a premium fund research service, offering a close personal relationship<sup>1</sup>, low fees and a clear goal of delivering consistently good risk-adjusted returns for your clients.

Our aim is to make your life easier and free up your time to focus on what you do best: developing client relationships, building your brand and growing your business.

We are known as a specialist in ISA and SIPP Investment and together with our clients have an estimated £75 million actively invested<sup>2</sup>.

We are a small, warm and friendly investment company that was started back in 2001 by brothers Stephen and Paul Sutherland.

Stephen, a bestselling investment author and Paul are known as two extremely likeable, down to earth individuals who both live in Manchester.

We are authorised and regulated by the Financial Conduct Authority (FCA). ISACO's FCA firm reference number is 525147.

<sup>1</sup> ISACO's relationship is with the adviser only. ISACO does not have a direct relationship with the adviser's clients.

<sup>2</sup> Internal estimation taken January 1st 2015 of total ISA and pension assets owned by the ISACO Investment Team and ISACO premium clients.

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A photograph of two men, Stephen and Paul Sutherland, standing and smiling at each other. Stephen is on the left, wearing a black suit, white shirt, and red tie. Paul is on the right, wearing a black suit, white shirt, and gold tie. The background is a plain, light-colored wall.

Stephen Sutherland,  
Lead Investor

Paul Sutherland,  
Managing Director

"I liked meeting the Sutherland brothers and their colleagues, very professional yet humble and genuine people who take a real interest in their clients."

Stephen Swinbank, Trustee,  
NCR Ltd pension fund



Close, personal  
relationship with an  
investment expert

ISACO provides an outsourced investment solution that offers low cost and high levels of personal service<sup>3</sup>.

<sup>3</sup> ISACO's relationship is with the adviser only. ISACO does not have a direct relationship with the adviser's clients.

Low cost and  
exceptional  
personal service

ISACO Alpha is a premium fund research service, offering a close personal relationship, low fees and a clear goal of delivering consistently good risk-adjusted returns for your clients.





Working with you  
to build your clients'  
wealth – and  
help you build  
your business

Our aim is to make your life  
easier and free up your time  
to focus on what you do best:  
developing client relationships,  
building your brand and  
growing your business.



"Teaming up with  
ISACO Alpha is one  
of the best business  
decisions I've  
ever made."

Neil Sutherland  
Independent Financial Adviser –  
Director Sutherland IFA Limited





## A robust investment proposition

ISACO Alpha is a one stop solution offering expert and independent fund research and portfolio construction in one package and comes with a clear and documented methodology.

ISACO Alpha can be used by any firm to help provide a robust investment proposition.





## Our investment team becomes your investment team

By partnering with us, you automatically acquire over 50 years investment experience.

Your team is completely focused on generating outperformance and is led by Stephen Sutherland, bestselling author of the highly acclaimed *How to Make Money in ISAs and SIPPs*.

## Personal endorsement from Richard Koch: Bestselling author and member of the 2015 *Sunday Times* Rich List

I receive Stephen's *Daily Market Updates*, which have proved instructive and profitable for me.

Reading the Update is a key part of my daily routine and one of the few emails I read extremely carefully, word for word.

The same is true of his wonderfully insightful monthly summary, *The Big Picture*, which has great graphs that even I can understand.

I have discovered that Stephen is a warm, sincere, and likeable person, someone I would willingly follow into dark and unlikely places.

The guy is smart, decent, and honest – but that is not a good enough reason to follow him. Here are six reasons why I do:

- His track record is excellent.
- He knows how to find and invest in funds likely to beat the market.
- He will help you time your market entry and exit. Timing is everything. Nobody can guarantee you accuracy on this. But Stephen gives you clues and guidance that is second to none, and he does it in a fun way.

- He will help you understand the daily psychology of the market, so you can get into sync with professional investors. It's well known that most individual investors under-perform the professionals. To stand a chance in competing against them, you need some astute advice so you can trade with the trend instead of against it. Momentum is terribly important, and few private investors respect it enough.
- He will help you keep all trading costs and charges really low. I hate transactions costs. Over the long haul, they make a big difference. Stephen hates these costs too and will show you how to minimize them.
- Finally, I think he's an expert in ISA and SIPP investments, which are the most tax-efficient devices available to most UK investors, especially those on high incomes.

And that, ladies and gentlemen, is all I think I need to say.

**Richard Koch**  
**Gibraltar, June 2013.**

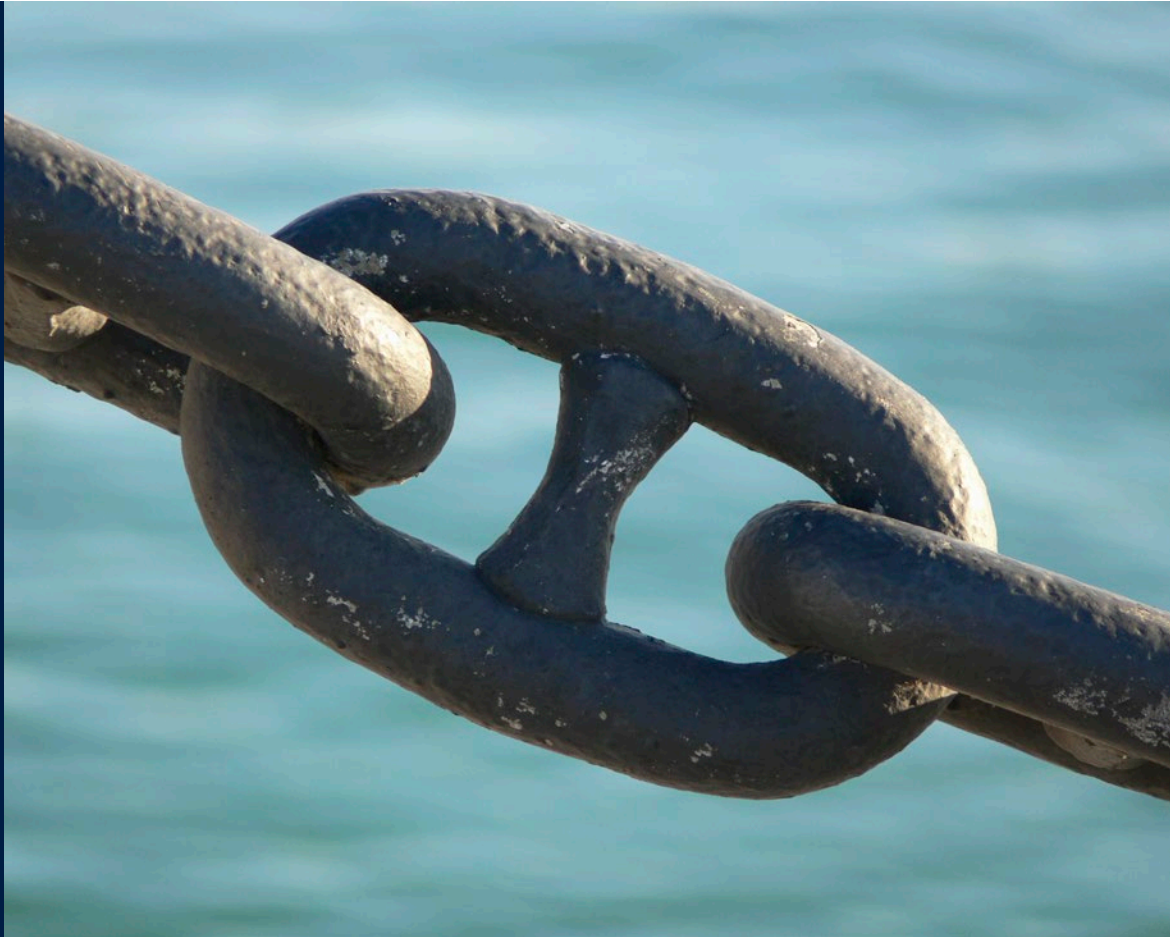
## Aiming to select the best funds in each asset class

Stephen and his team's aims are clear: to select the best funds in each asset class, making it easy for you to construct bespoke risk-rated portfolios for your clients.

Disclaimer: The ISACO selected funds are not a recommendation or advice and are for you to consider if they fit your clients' personal circumstances. The value of investments can go down as well as up and you may not get back the amount you invested.








## History of exceptional investment performance

By teaming up with ISACO, you and your clients have the peace of mind of knowing that you are forming a true partnership with a leading investment firm with a 22-year<sup>4</sup> record of outperformance.

<sup>4</sup> January 1st 1998 - December 31st 2019. ISACO annualised return of 5.2% compared to FTSE 100's 1.7% over 22-year period beating our benchmark on average by 3.5% per year.

A vibrant background image featuring a field of yellow tulips. In the foreground, a single pink tulip stands out. The sky above is a clear blue, with a faint rainbow visible in the distance.

“When it comes to investment, it is hard to tell who is good – but I have been very impressed with Stephen, his record and the logic of his approach.”

Richard Koch, Bestselling Author  
and Member of the 2015 Sunday  
Times Rich List

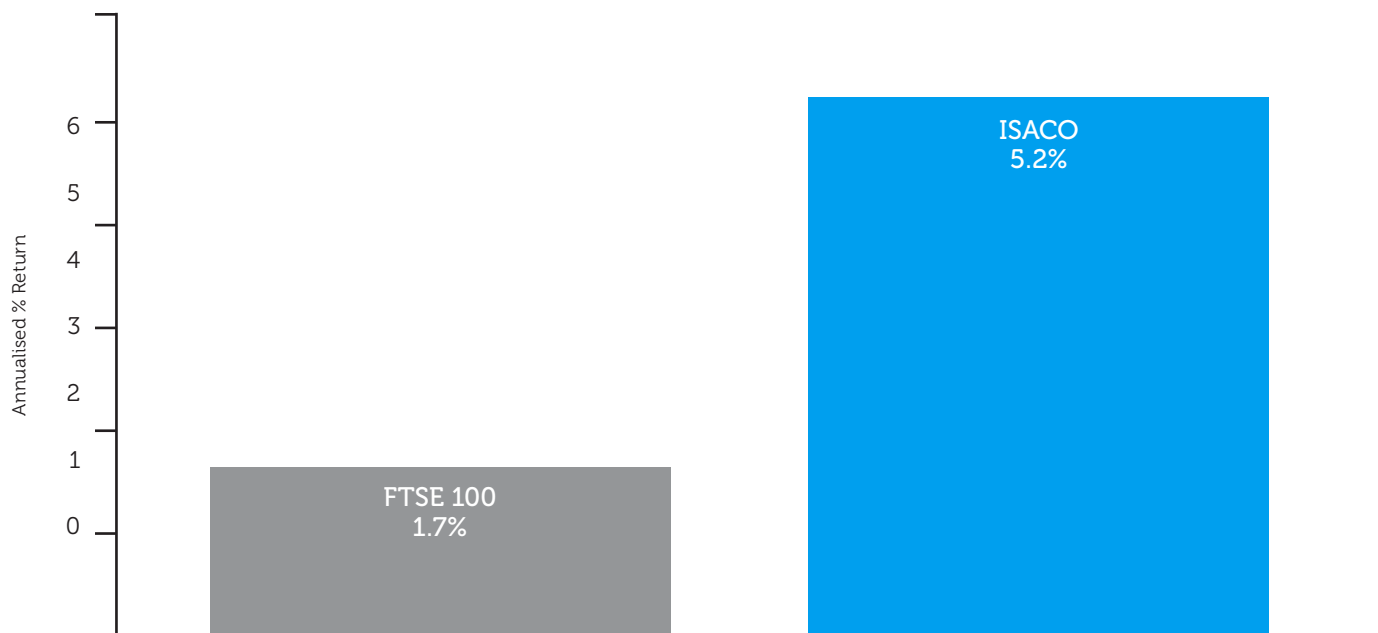
## Outstanding track record

The FTSE 100, our benchmark, has annualised 6.1% since its inception 36 years ago<sup>5</sup>. Since beginning investing back in 1997<sup>6</sup>, to the close of 2019, we've beaten the FTSE 100 on average by 3.5% per year. Past performance is no guarantee of future performance.

<sup>5</sup> January 3rd 1984 - December 31st 2019.

<sup>6</sup> January 1st 1998 - December 31st 2019.

### 22 Year (Since inception) Annualised Investment Performance

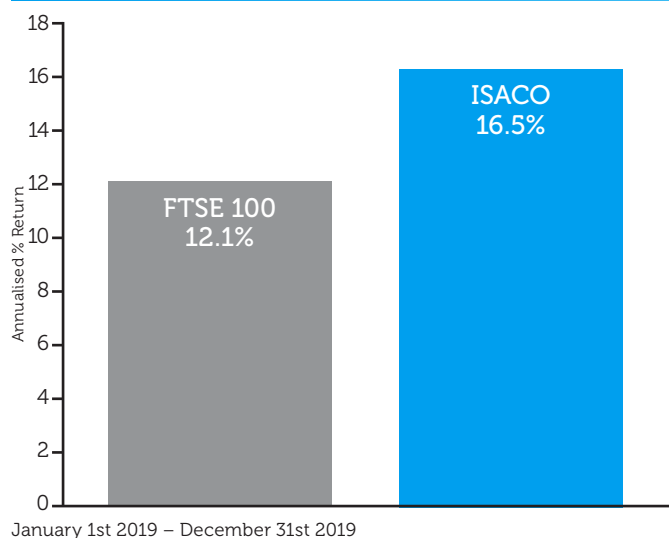


January 1st 1998 – December 31st 2019.

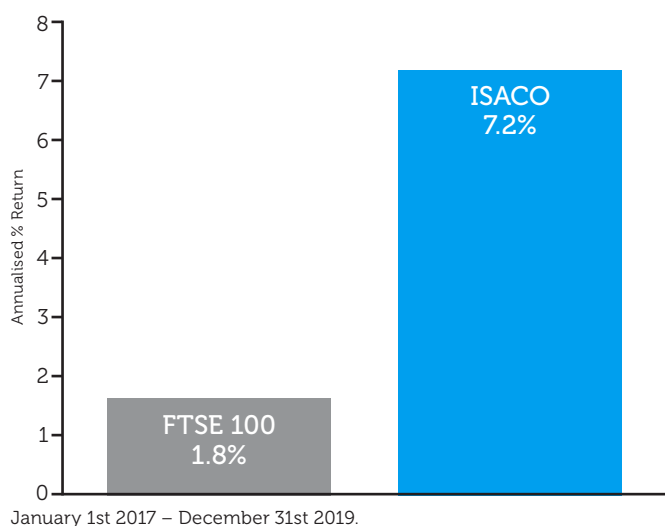
# Superior returns

We are also immensely proud of the returns we've made over the last one, three, five and ten years.

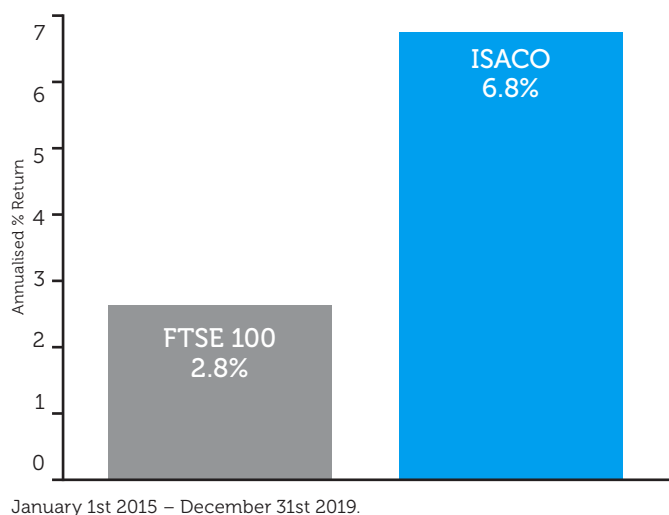
## 1 Year (2019) Investment Performance



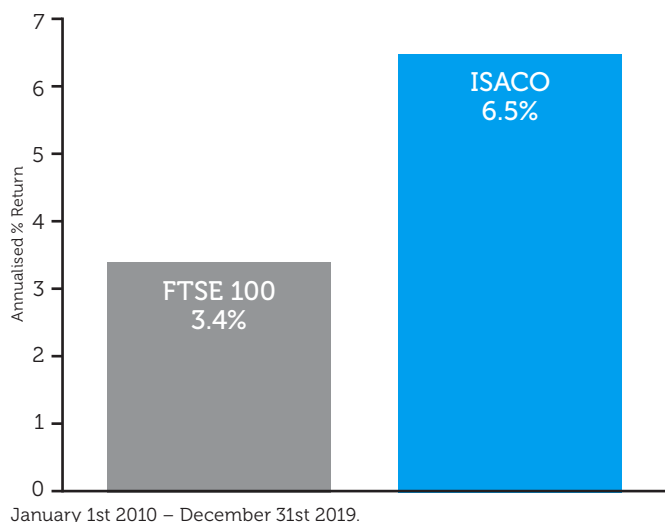
## 3 Year Annualised Investment Performance



## 5 Year Annualised Investment Performance



## 10 Year Annualised Investment Performance







## 'Skin in the game'

More importantly, we put our money where our mouth is by having our own wealth invested in each and every investment selected.

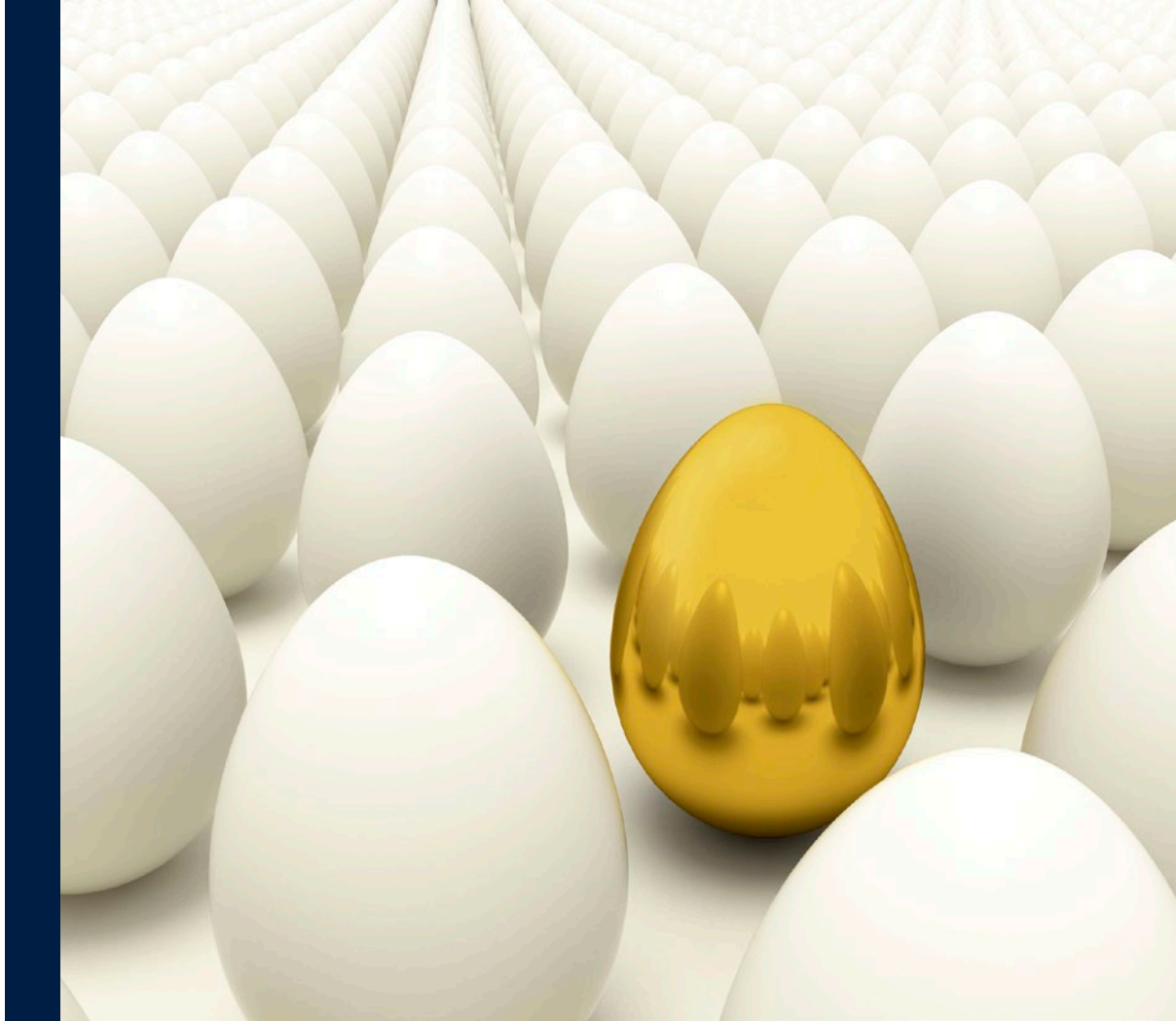
This means we will have our own money placed in the same funds as your clients.

"I feel much better informed now, particularly on selecting the best funds, how to read the markets and the different charging rates levied by financial advisors."

John Wallace, Ex-CIO of One of the World's Leading International Banks







## Best of breed fund selection

We have an active investment strategy which aims to control risk and deliver superior performance.

Our goal is to select the best funds in each asset class, monitor all the investments selected, replacing under-performers, and continuously rebalance the portfolio with the aim of maximising growth potential and managing risk.



## An active and dynamic investment strategy

You and your clients can sleep well at night knowing that we are constantly proactively monitoring and analysing both the market and the selected investments on your behalf.



## Fanatical about client care

We are fanatical about client care, which ensures lightning quick response times to any questions or concerns you may have.

We offer the potential for attractive long-term returns combined with a warm, responsive and highly personal service.



“Having realized the power of the stock market in his own portfolio as well as his clients’, Sutherland takes the time to reveal some of his ‘secrets’ for choosing the market’s best funds.”

Jill Ralph, Managing Director,  
The Motley Fool UK





## You keep control

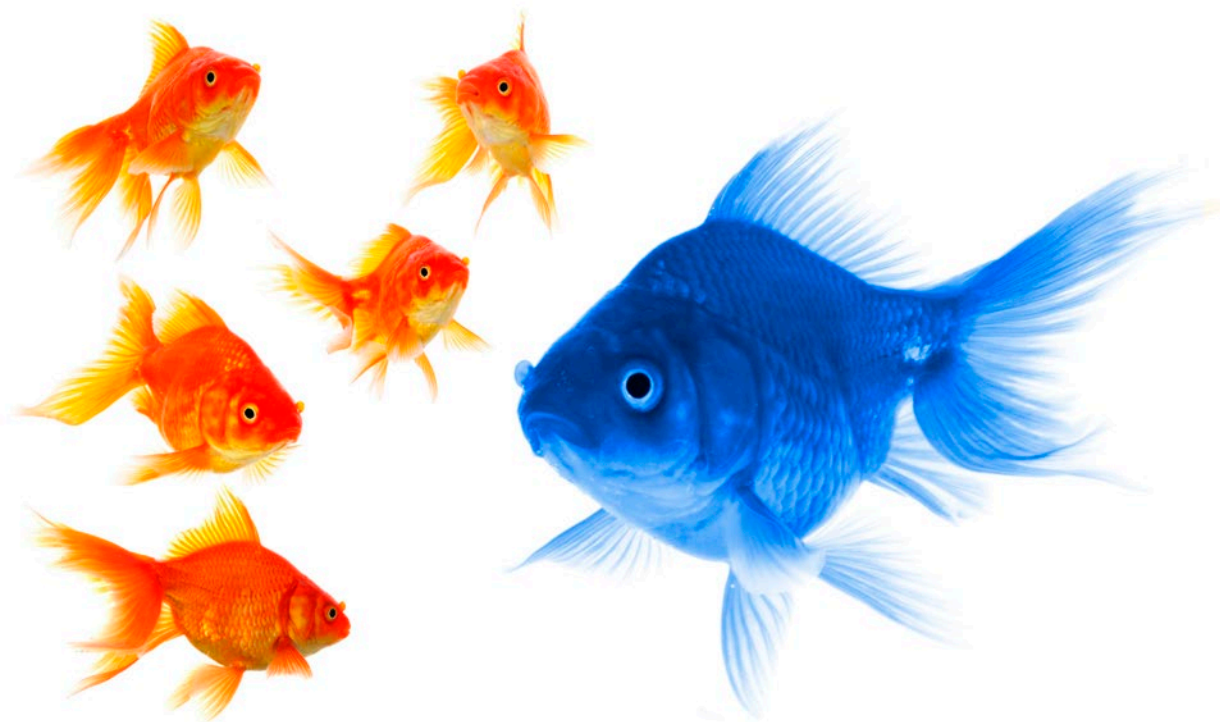
Our 'whole of the fund universe' approach to choosing investments allows you to offer independent rather than restricted investment advice.

What's more, you maintain control of your client, retain the client relationship and keep custody of your client's assets on a platform of your choosing.

## Helping you build your brand

It's your business and we understand that nothing's more important than your brand.

That's why we provide the ideal environment for you to build a strong business, by allowing you to create client-facing, adviser-branded, personalised investment and market analysis reports.



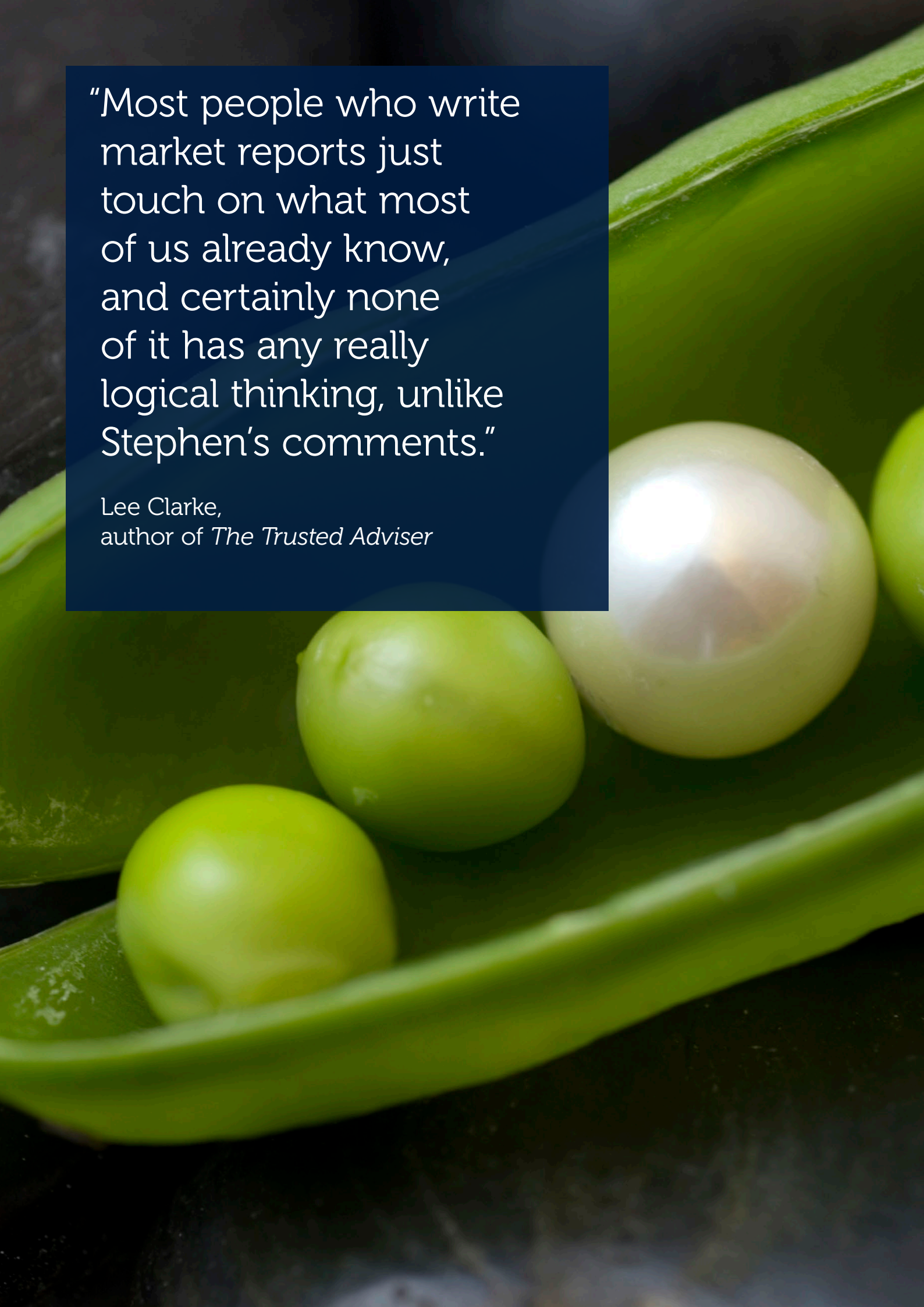




We're here to help  
you reduce your  
compliance burden

ISACO Alpha helps you meet  
your regulatory requirements,  
giving you a full audit trail  
and rationale behind every  
investment decision made.

This service has also been  
designed to help you evidence  
research and demonstrate  
value to clients.



"Most people who write market reports just touch on what most of us already know, and certainly none of it has any really logical thinking, unlike Stephen's comments."

Lee Clarke,  
author of *The Trusted Adviser*



Low cost and  
complete  
transparency

Fees start at only 0.1%<sup>8</sup>, per  
year and our single charge  
is completely transparent.

<sup>8</sup> Adviser AUM totalling £100m - £250m.

## Neil's story

After a 20-year journey through financial services that began with restricted insurance companies and progressed through restrictive networks, I took the decision to become fully independent and directly authorised in January 2013.

With independence came full accountability and responsibility, and as a one-person company who had used platforms for over ten years, this was a liberating time even if RDR was looming large. Moving from commission to fees was not a problem but as an investment specialist, I knew what I wanted but couldn't find it.

Over the years I had worked with large company investment panels and investment committees who always took a lead about what an investment portfolio should look like and 'buy and hold for forever' was the strategy, where an average return of 5 to 6% per year was considered acceptable.

It was suggested that I place my clients with Multi-Managers, DFMs or corporate Model Portfolios but for me as an investment specialist, I felt that I was selling out and becoming in effect, an introducer and one who couldn't justify my ongoing service fee to clients.

Moreover, it seemed as if having accumulated clients who had entrusted themselves and their personal details to me, I was now passing them all over to another party who did not have their same interests at heart. In addition, another hefty fee was being introduced and since I wouldn't be doing the trades, VAT was also an issue.

And what about the past performance of these companies? When I asked, I was told that every client was different and therefore no information was available! When I enquired about the amount of 'invisible' fees being charged, say for instance trading fees, once more I was told that it was not possible to be explicit.

After a lot of searching and still looking for an alternative way, I came across Stephen Sutherland, Chief Investment Strategist at FCA-approved ISACO whose only target market had been private clients, of which I had been one at first hand with my own money.

When I asked him for past performance, he was able to give me independently verified records that went back as far as 1997 and I was pleased with what I saw, especially as he had achieved outperformance without compromising client risk.

I suggested to Stephen that we could work together in another way, he as investment researcher and me in an IFA capacity.

Whilst Stephen would continue to monitor the markets 24/7, select funds for use after due diligence and supply data on a daily basis, I would apply this research to my own investment portfolios. In other words, Stephen would supply this information without ever knowing my clients or being in any way involved with them.

...Continued next page



## Neil's story continued...

I was now where I wanted to be.

A small IFA company:

- Where I would not have to pass my clients and all their details out to others.
- Where I would continue to have full responsibility and accountability for decision-making and management of investment portfolios.
- Where I would make all the trades myself on platforms and 'buy and hold' funds for as long as they were worth holding, not otherwise.
- Where fund switching when necessary could be done quickly and compliantly.
- Where VAT is not an issue.
- Where I can more than justify my ongoing fees.
- And above all, where clients are more than satisfied with my new investment proposition that is not only innovative but most importantly one with which they are more than happy, so much so that referrals have increased without effort.

**Neil Sutherland<sup>9</sup>**  
**Independent Financial Adviser – Director**  
**Sutherland IFA Limited**

**FCA Number: 587707**

W: [www.sutherlandifa.com](http://www.sutherlandifa.com)

T: 01794 884 913

<sup>9</sup> Neil Sutherland is no relation to Stephen or Paul Sutherland.

# Investment philosophy

We have an active investment strategy which aims to control risk and deliver superior performance.

The investment team invest in a number of actively managed funds to form a complete investment portfolio.

The team, led by Stephen Sutherland select what they believe to be the best funds in each asset class, monitor all the investments selected, replacing under-performers and continuously rebalance the portfolios, with the aim of maximising growth potential and managing risk.

Fund allocations can be adjusted quickly to adapt to changing economic conditions or to capitalise on opportunities as they arise. The investment process involves identifying the world's best managers and combining them effectively to achieve diversification and reduce our exposure to risk.

This strategy ensures that our return is not dependent upon any one manager's performance. In selecting the top experts in a market, country or sector, we create optimum diversification and improve risk management.

# Guidance with portfolio construction

When constructing your client’s portfolios, you could consider one of these five different models: Defensive, Cautious, Balanced, Growth or Aggressive.

These are shown just as a guide to give you an idea of how your client’s portfolios could be made up.



Courtesy of ISACO.co.uk.

As you can see, the level of risk to your capital increases as you progress through the investment model spectrum. In addition, the potential for capital growth over the investment time horizon increases along the investment model spectrum.

The selected model will govern your asset allocation and in all instances, we suggest that exposure to equities can be achieved by way of collective funds.

## Fully researched ready-made risk rated portfolios

Once your clients have completed a risk-tolerance questionnaire and provided details on their goals, time horizon and other factors, our service matches their results to one of our risk-rated portfolios.

We leverage our depth of resources, proprietary research and investing expertise to build world-class investment strategies designed to deliver great investment outcomes for investors.



## An easy way to free-up valuable time

Constructing and maintaining a robust investment process need not be time consuming or costly.

We firmly believe that by working with us you will:

- Free-up valuable time to build and enhance client relationships
- Be able to be proactive by alerting clients in advance of issues and opportunities
- Reduce regulatory risk in your business and meet your requirements under TCF
- Deliver added capital value

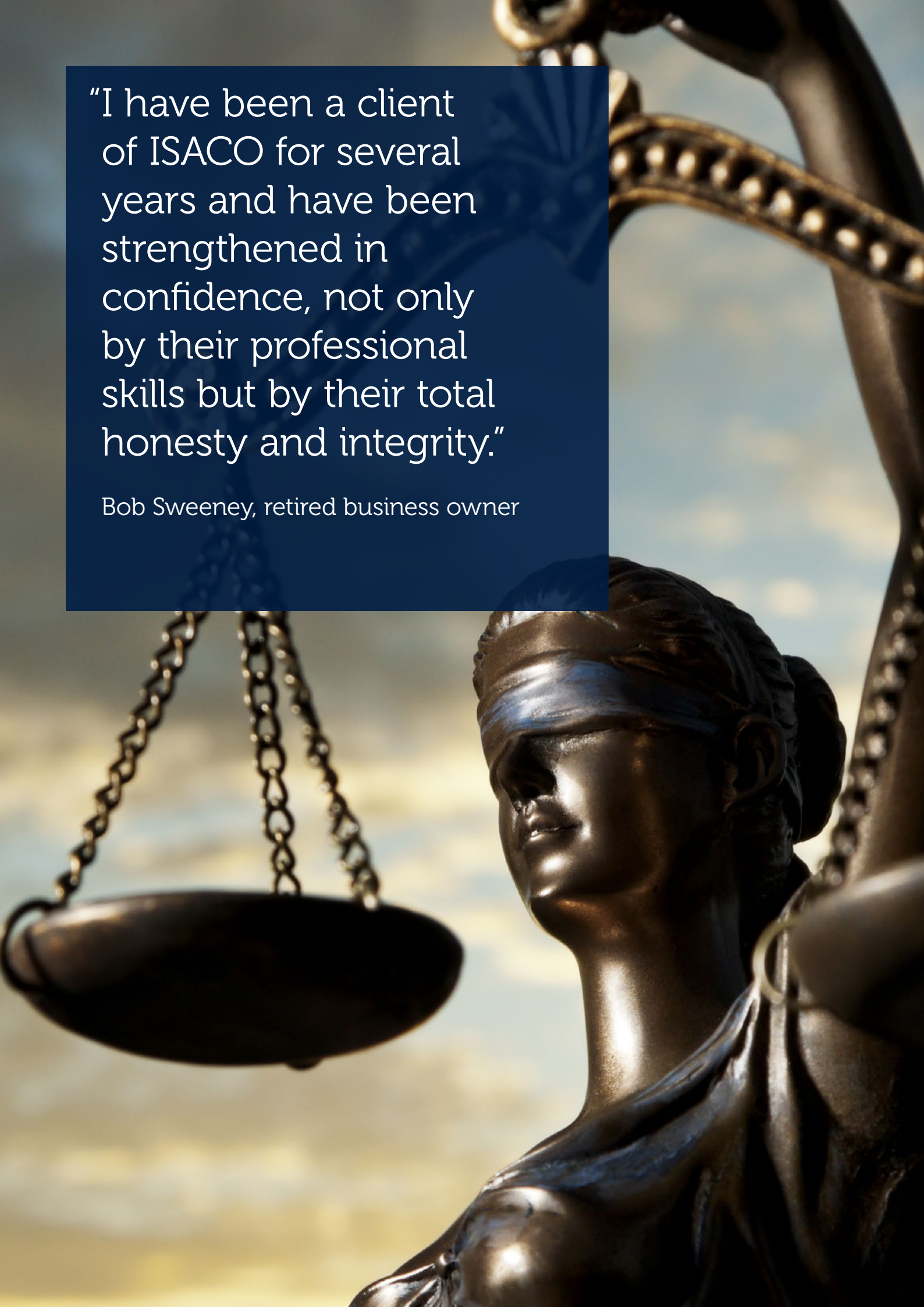
## Company mission

Together we aim to build an investment company that's fair, transparent and honest.

We believe that our reputation as an ethical, trustworthy service provider is essential to our core purpose of helping you achieve your financial objectives.

## Our mission for you

To help you achieve your financial objectives.



"I have been a client  
of ISACO for several  
years and have been  
strengthened in  
confidence, not only  
by their professional  
skills but by their total  
honesty and integrity."

Bob Sweeney, retired business owner



## Our credo

Our credo challenges us to put the needs and well-being of the people we serve first.

### **People first**

If we focus on helping all of our stakeholders achieve their goals, the company will achieve its goals at the same time. People first, products second, profits third.


### **Products second**

We want to create the best products and services to help our clients achieve their financial objectives.

### **Profits third**

If our focus is on people first and products second, profits will inevitably follow.





"Stephen's enthusiasm for the markets and the depth of his knowledge on the subject are clear."

Ray Hughes, Entrepreneur  
and Private Investor

## Comparison of outsourced investment solutions for advisers

	ISACO Alpha	DFM Bespoke	Multi-Manager	Model Portfolio	Fund Research Service
High level of personal service	✓	✓	✗	✗	✗
Low cost	✓	✗	✗	✓	✓
Clear and transparent fee	✓	✗	✓	✓	✓
Service provider 'puts money where mouth is.'	✓	✗	✗	✗	✗
Adviser keeps control	✓	✗	✓	✓	✓
Strong record of investment performance	✓	✗	✗	✗	✗
Daily analysis and reporting of market and selected investments	✓	✗	✗	✗	✗
Plain English communication	✓	✗	✗	✗	✗
Active investment strategy	✓	✗	✓	✗	✗
Easy for adviser to justify 'ongoing service fee' levied to their clients	✓	✗	✗	✓	✓
'Whole of fund universe' unrestricted approach to investment selection	✓	✗	✗	✗	✓

## Client testimonials

"Teaming up with ISACO Alpha is one of the best business decisions I've ever made. Their active and dynamic in-house fund research service and assisted fund selection means that I don't have to outsource my clients to higher cost Multi-Managers or DFMs. Not only do I keep close and tight management control of my clients, I also have the opportunity to spend much more time with them and their financial planning needs. The performance of the investments that Stephen has selected, as evidenced by past performance figures, have been very attractive and exceeded my clients' expectations and mine; we're all very satisfied and happy indeed."

Neil Sutherland Independent Financial Adviser – Director, Sutherland IFA Limited

"As MD of Art of Wealth Ltd., I looked for a fund solution that not only delivered strong returns, but could give both our clients and us peace of mind that someone is always watching the markets on our behalf. ISACO through Paul and Stephen Sutherland provide this to us in spades. We see their service as a key part of our offering to clients and the independence their expertise brings marks us a truly adding value in an ever changing advisory world."

Iain Cahill, Managing Director, Art of Wealth.

"I found the telephone call with Stephen gave me tremendous value. I am delighted to be a client with ISACO and would definitely recommend your service to others."

Matthew Dorrington, Investor

"Stephen spent almost an hour discussing many aspects of investing and all at no charge. Personal care, guidance and insight of this quality is invaluable to me as an investor."

Brad Gibbs, Project Control Consultant

"It's clear you really care about your clients and want to help them reach their goals. I am happy to continue to follow your guidance as I have done the last few years."

Mel Rosenthal, Retired Dentist and Property Investor

"If you are looking for a company with a deep understanding of the stock market, market cycles, the best time to buy and the best time to be in safer investments, ISACO hit the mark."

Bob Liddell, Retired Business Owner

"It's now been four years since I became a client of yours, I fully believe in your concept and have made good returns."

David Mountain, Engineer

"Stephen's very clear and straightforward approach seemed to me to have real integrity. I have not regretted my decision. I just wish I had found Stephen, and his brother Paul, ten years earlier!!"

John W. Cornwell, Consultant Chartered Town Planner

"I also liked the fact that Stephen describes his results in both his good and bad years and how his investment approach has significantly developed and improved over the period that he has studied ISAs and SIPPs."

Jeff Hall, Business Owner



"Coupled with the fact that, as a busy individual, I could not put aside the time to research the markets/funds, the ability to have someone knowledgeable, trustworthy and helpful to contact is fantastic!"

Dr Lance Knight BDS, Founder of Ultimate Smile Spa and Instore Dental

"With a demanding full-time job, I don't have time to make detailed market assessments and need a fast-track approach like Stephen's. It works for me."

Neal McCrea, IT Sales Professional

"I am more than happy with my experience with ISACO (I consider Stephen and Paul as my friends) and I am happy to personally discuss this with anyone, such is my belief in them."

Abdul Khan, Electrical Engineer

"What a pleasure to have great service like yours."

Mark Crittenden, Managing Director

*"The Daily Market Updates and The Big Picture* are both superb. Stephen is a genius."

Simon Webb, Bridge Engineer

"Thank you for taking the time to talk to me on Friday evening. I am still taken aback by the value of the information received. It was definitely much more than I was expecting. Truly excellent, 11/10!"

Bas Darigala, Tax and Accounts Manager

"I have been a client for some time and I'm impressed."

Roland Jones, Lawyer

"From the outset, both the documentation and personal discussions have been very helpful and supportive."

Paul Kirby, Investor

"I was so impressed with Stephen's expertise that I decided to endorse him on LinkedIn."

Alan Tapsell, Global Server Build Coordinator at Hewlett Packard

"I am more than ever convinced that I made one of the best decisions of my life when I signed on the dotted line with ISACO"

Colin McSherry, Greenkeeper

"ISACO provide an excellent service that is hugely informative, simple to absorb and immensely reassuring to investors, particularly during the current period of economic turbulence. Stephen's understanding of the stock market is outstanding, as is his commitment to provide the best possible service, support, and value to his clients. Ultimately it's the performance of ISACOs portfolio recommendations that speaks loudest; they are market beaters who are always 'watching your six' on both the up and downsides."

Nigel Roughton, Senior Civil Servant

"Stephen Sutherland has made serious money in ISAs and SIPPs and he shares his knowledge quite openly and shows you how he actually manages his portfolio by sharing with you all the tools he uses on a day-to-day basis."

Pete Davidson, Estate Manager



"Stephen Sutherland takes the lid off fund investment – offering an insightful appraisal of the opportunities ahead, and how to develop a winning formula."

Roger Allison, Sales Executive

"Stephen shares vital knowledge for beginners as well as experienced investors and touches on the psychology of market behaviour, an area of investment often ignored by beginners."

Clive Andrews, Service Manager

"Stephen has an easy style of writing that makes understanding potentially complex issues easy."

Colin Bennett, Safety Consultant

"Stephen Sutherland explains the subject in a way is very easy to understand and makes the subjects very interesting."

Simon Berman, Biomedical Scientist

"Market direction and getting in sync with the big players are two major market indicators that Stephen reviews every day, using analytical data to make investment decisions."

John Forrest, Operations Manager

# Summary

ISACO provides an outsourced investment solution that offers low cost and high levels of personal service.

'ISACO Alpha' is a premium fund research service offering a close personal relationship, low fees and a clear goal of delivering consistently good risk-adjusted returns for your clients.

Your newly acquired 'back-office' investment team is led by Stephen Sutherland, bestselling author of the highly acclaimed *How to Make Money in ISAs and SIPPs*.

Our aim is to make your life easier and free up your time to focus on what you do best: developing client relationships, building your brand and growing your business.

## Key benefits:

- Designed to take the hard work out of investing
- Makes your life easier
- Timesaving – Allows you to spend more time with your clients and growing your business
- Close, personal relationship<sup>10</sup> with an investment expert
- Bestselling author Stephen Sutherland leads your in-house investment team
- Complete access to Stephen, his investment team and their extensive resources
- Potential for superior performance growth and your AUM increasing at an attractive rate of return
- Incredible value, low cost and complete transparency
- Skin in the game – 'Put our money where our mouth is'
- 22-year track record of outperformance and full audit trail
- Potential for superior performance growth
- Constant expert analysis and reporting of market and selected investments
- Whole of the fund universe, best of breed, investment selection
- Designed to take the hard work out of investing
- You keep control of client relationship, custody of client assets and platform choice

<sup>10</sup> ISACO's relationship is with the adviser only. ISACO does not have a direct relationship with the adviser's clients.

We have introduced ourselves. Now we'd like to get to know you better

Great relationships start with a conversation. That is why we place so much value on them.

We would like to think such a conversation would be mutually beneficial and they always take place in the strictest confidence.

To save you time, we encourage one-to-one telephone meetings, however you are always welcome to meet with us at one of our offices.

We look forward to hearing from you soon and wish you and your clients well for the future. [ISACO.co.uk](http://ISACO.co.uk)



The information provided here is based on ISACO Ltd's research and it does not constitute financial advice. Any information should be considered in relation to specific circumstances. ISACO Ltd does not make personal recommendations for particular stocks or investment funds or any other security or any other investment of any kind.

If particular stocks or investment funds are mentioned, they are mentioned only for illustrative and educational purposes. ISACO Ltd offer non-advised sales. These refer to a situation where no personal recommendation is made and the client is left to decide how they wish to proceed.

Please note that we do not provide advice, and therefore, are not required to assess the suitability or appropriateness of investments that you choose. This means you do not benefit from the protection of the FCA's rules on assessing suitability. If you have received a recommendation from your adviser they will be responsible for the suitability of the recommendation.

YOU SHOULD SEEK ADVICE FROM A REGISTERED FINANCIAL PROFESSIONAL PRIOR TO IMPLEMENTING ANY INVESTMENT PROGRAM OR FINANCIAL PLAN.

ISACO Ltd and its employees are not agents, brokers, stockbrokers, broker dealers or registered financial advisors. ISACO Ltd does not guarantee any results or investment returns based on the information in this brochure. Past performance is no indication or guarantee of future results and the value of any investment you make can go down as well as up. ISACO Ltd does not accept any responsibility for loss occasioned to any person acting or refraining from acting as a result of information contained in this brochure.

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#### **Important Information**

The value of a fund and the income from it can go down as well as up, so you may get back less than you invested. If your fund invests in overseas markets, changes in currency exchange rates may affect the value of your investment. If your fund invests in small and emerging markets, these can be more volatile than other, more developed, markets. Past performance is not a guide to future returns. Due to the greater possibility of default, an investment in corporate bonds is generally less secure than an investment in Government bonds. Default risk is based on the issuer's ability to make interest payments and to repay the loan at maturity. Default risk may therefore vary between different government issuers as well as between different corporate issuers.

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