For financial advisers

Quilter

Client Profiler Tool

This factsheet explains what the client profiler tool is, it's use and limitations, and how it can add value to your business.

What is the Client Profiler tool?

Making informed investment decisions, both at the initial recommendation stage and on an ongoing basis is time-consuming and carries a significant burden of responsibility. This is particularly important given the increased regulatory focus on suitability and due diligence.

The tool uses psychometric profiling to help you to personalise your client's investment profile. The tool can help you to easily identify your client's needs and preferences in four key areas: appetite for risk; preferred investment management style; investment needs; and views on responsible investment.

How does the tool fit into the advice process?

The tool supports your existing advice process and is flexible to adapt to how you want to use it.

You can decide on a client-by-client basis, which sets of questions you want to use, or if you have already used your own advice process to identify your client's needs and preferences, you can enter this information to populate their investment profile.

The tool is designed to be used in a variety of formats to be adaptable to individual circumstances. It can be used on a range of devices, so you can use it on your iPad with your client in a face-to-face meeting, on a desktop whilst screen sharing, or send a bespoke link to your client by email, allowing them to complete the questions in their own time. The results will then be made available to you to review and discuss further with your client.

The tool can be branded, using you own company's colour palette. Simple and detailed reports can be shared with your client and/or stored in your back office system, ensuring you have a full audit trail of the process.

How were the questions constructed?

A number of steps were taken with Dynamic Planner to determine the final question sets and associated scoring mechanisms.

The first step was to agree an initial set of questions, which was created with a basis in psychological theory, and expertise from both Quilter and Dynamic Planner. This set of questions was then validated with a panel of advisers before in depth testing took place with over 400 potential investors, that was representative of the demographic expected to use the tool.

Statistical tests were then used to ensure the questions and their responses correlated consistently with the expected client profile.

This included running an exploratory factor analysis (EFA), as the question sets are based on a newly developed framework; internal consistency tests to explore the relationships between the proposed items and the associated domains; confirmatory factor analysis (CFA) to test the EFA model's construct validity and reliability; and finally, regression analysis to examine the predictive validity of the question sets.

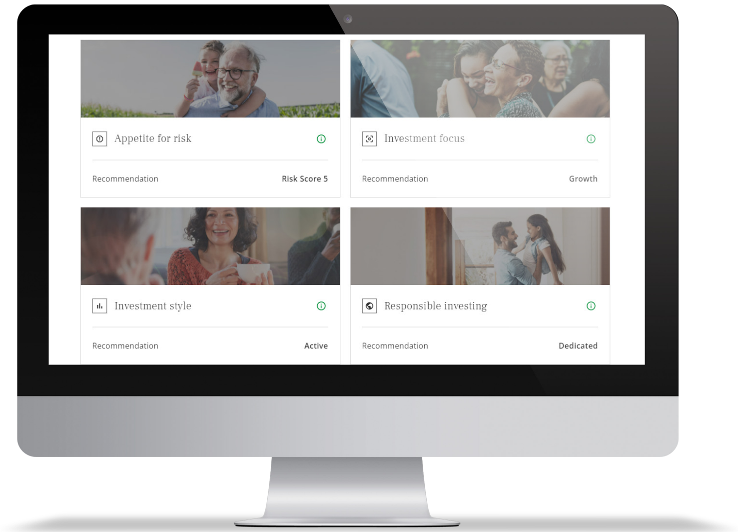
Who is Dynamic Planner?

Founded in 2003, Dynamic Planner is trusted by over 1,800 firms to help advisers match people with suitable portfolios through engaging financial planning. As part of their proposition, they provide industry leading investment related questionnaires for more than a million end clients.

How does the Client Profiler work alongside the existing Appetite for Risk tool?

The risk profiling element matches our existing risk profiler and is free from provider bias. It uses the same robust scoring systems and independent economic assumptions supplied by the global consulting firm Willis Towers Watson.

We have also created the functionality to align the tool with your preferred risk profiling provider, including Defaqto, Synaptic Risk, eValue, Dynamic Planner, Finametrica, and Oxford Risk.



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What are the outputs?

You can produce a full detailed report or a summary version to ensure you have a record of the questions, answers, and resultant client preferences.

You and your client can also add notes to the report, providing a full audit trail of your discussions, particularly if you decide to amend the profile from the original result.

What are psychometric questionnaires?

Psychometric questionnaires are designed to cut through the noise. They are effective in understanding how a person might feel and act in the future as well as in this moment.

How do I access the tool?

The tool can be accessed using the following link: ***platform.quilter.com/investment-tools.***

The best way to use the tool is to log in - you can do this easily using your platform login username and password. This will provide additional functionality allowing you to save, retrieve, and edit your client information; co-brand with your adviser logo and branding; and enable your client to complete their responses remotely.

However, you can also use this tool without logging in. This will allow you to use the client profile tool and generate a report, but will require you to set up your adviser details each time, it will use the standard design (no co-branding), and no client details will be saved, which means they cannot be retrieved later.

How do I get more information/training?

Our dedicated Platform Specialists can provide you with training and support on using the tool. Please contact your Platform Specialist to arrange this.

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