

elite way

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The WAY Group

An introduction to WAY's Fund Hosting Services



WAY Fund Managers Limited

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Registered No. 4011838 WAY Fund Managers Limited is authorised and regulated by the Financial Services Authority



WAY Fund Managers is one of the UK's largest providers of fund hosting services to the wealth management sector. Founded by experienced personnel from a former leading provider of such services WAY has been successfully hosting funds on a 'turnkey' basis for almost a decade. With hosted funds totalling several hundreds of £millions, it continues to be a market leader.

WAY is an ideal 'partner' in facilitating a successful entry into the exclusive world of collective fund management, delivering bespoke portfolio style investment management to your clients.

WAY can help you at every stage of your project, giving you advice and practical assistance as well as handling all of the processes involved from conception and FSA application right through to launch and beyond – including PR exposure and advice on sales and marketing material and methodology to help build funds under management.

WAY can also assist existing managers who are seeking to improve on their current ACD services.

WAY Fund Managers is acutely aware of the sensitivities of both its adviser/promoter clients and those advisers' own clients – the final OEIC shareholders.

This is why WAY operates its own Transfer Agency work (dealing, issue of contract notes, settlement, issue of statements, distributions and management of monthly savings plans and withdrawals, as well as payment of fees and commissions) through a wholly-owned subsidiary of WAY Group, Elite Administration Services.

This means that all contact with clients at both levels, adviser/promoter and final client, is very carefully controlled within WAY to ensure that customer service is delivered on the most personal and at the highest possible level. All staff are friendly and competent and operate under their own names so that all callers know exactly who they are dealing with. Any disputes or misunderstandings are dealt with immediately and resolved to the best satisfaction of all parties.

Health Warning

“It is unwise to pay too much but it’s also unwise to pay too little. When you pay too much you lose a little money that is all. When you pay too little, you sometimes lose everything, because the thing you bought was not capable of doing the thing you bought it to do. The common law of business prohibits paying a little and getting a lot. It can’t be done. If you deal with the lowest bidder it is well to add something for the risk you run. And if you do that you will have enough to pay for something better!”

John Ruskin 1818 - 1900



WAY's service as Authorised Corporate Director (ACD) of its hosted funds includes all of the following:

- Fund accounting and valuation
- Client dealing and registration
- Management accounting
- ISA management
- Compliance
- All dealings with the FSA
- Assistance with marketing literature and PR

WAY offers a comprehensive service which can include:

- Multiple share classes and unit types
- Multiple currencies
- Lump sum investments
- Regular savings and withdrawal plans
- Phased investment
- ISA management (transfers, monthly and lump sum investments)
- Cash facility
- WAY's bespoke structures (e.g. IHT mitigation)
- Commission menu at initial and trail level

Pre-Launch Activity by WAY will include:

- Oversee fund specification, including investment objectives
- Agree fund size at launch, future sales volumes and a proposed launch date
- Agree terms and appoint investment adviser and marketing agent
- Complete and submit the FSA application, including Prospectus
- Draft simplified Prospectus, application forms and marketing literature
- Receive FSA approval plus company registration in respect of an OEIC
- Set launch date, and organise Press activity



Meet the **Team**

The company responsible for launching, running and overseeing hosted funds (run by third parties) is WAY Fund Managers Limited. The key personnel involved in this work are:



Andrew Stevens

Chief Operating Officer



Richard Godwin

Compliance Manager



Vince Hoare

Technical Director



Paul Wilcox

Chairman



David Williams

Client Liaison Manager

Detailed administration of the funds is handled by our subsidiary company Elite Administration Services Limited. The key personnel involved in this work are:



Roger Starbuck

Managing Director



Tatiana Bullock

Senior Administrator



Wahida Modak

Senior Administrator