



I'm pleased to report that A J Bell Securities continues to grow by client numbers, staff numbers, assets under administration and product range: but it still retains our core ethos of looking after our clients – you – in a highly professional and collaborative manner.

Recent highlights have been the achievement of just shy of £6.5bn AUM, the introduction of an improved dealing experience for our parent's SIPP clients, the successful launch of our full dealing and custody solution – the IMAS Service – into the market with further client gains and confidence following a positive FSA Arrow visit.

Our staff numbers have now risen to 70 who are accommodated in our single location in Tunbridge Wells – and it is wonderful to see staff moving around the office picking up different skills in different areas and thereby offering you a more rounded service.

Following three years of almost uninterrupted change and development, we are beginning to see the light at the end of the "project" tunnel. We now believe we have a very effective and full range of products and services to offer our clients. We want to leverage the investment we have made in the business and continue to grow in what is always a very exciting and challenging financial services arena.

There are many attractions of working in AJBS but surely the most uplifting element is the support and encouragement that we get from our interactions with you – our clients. Many have been with us for a long period and whilst some are just starting out on what will be, I hope, a long term relationship, I very much hope that the excellent feedback that you give us will drive us to continue to provide you with the services and help that you require.

Many thanks for your business and ideas and I hope that 2011 will continue to provide healthy returns for us all. Enjoy the rest of the AJBS Newsletter.

**Charles Galbraith**  
Managing Director, A J Bell Securities

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### It's What We Do...

Long has been our goal to add a full custody and dealing solution to our existing suite of services.

Well, it's here and the **IMAS** Service is its name.

Our IMAS Service provides the Wealth Manager with a fully integrated front office platform which is accessed via a secure VPN link and that provides full details of customers' portfolios including available cash and fully integrates in real time with AJBS's core operational administration processing team.

Trading is a fully integrated process allowing STP for dealing in all asset classes giving fully compliant execution from asset allocation and modelling led decisions. We trade all asset classes from equities in Retail and Institutional size, mainstream Unit Trusts and OEICs through to the full range of alternative Funds and Structured Products.

The production of Wealth Manager "branded" contract note and periodic valuation and tax packs are all handled by AJBS. AJBS is an ISA Manager and provides all regulatory reporting. Management fees and any dealing commissions are collected by us and paid to the Wealth Manager monthly. In simple terms, AJBS provides a complete front office platform and comprehensive back office solution that enables the Wealth Manager to focus on

the day to day management of portfolios and to grow their customer base in the knowledge that the proposition is fully scalable.

We now have two clients that are using the IMAS Service, with a third going live at the end of February and we hope to add our fourth client in the summer. AJBS has approximately £6.5bn in assets under administration.

If you would like to find out more about this exciting addition to our suite of services, please contact Bob Trew on 01892 559610 or email: [Bob.Trew@ajbell.co.uk](mailto:Bob.Trew@ajbell.co.uk).

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## Why IMAS?



**Ian Williams**  
Chairman & CEO,  
Charteris Treasury Portfolio Managers

Charteris has been a client of A J Bell Securities and its previous guises for many years. We originally signed up in 2002 to the LawSafe service which consisted of segregated Crest accounts and safe custody for our private client wealth management division. As a result we got to know the business quite well and formed a good working relationship with the key people concerned.

However, the original safe custody service still left Charteris with a considerable administration function to perform, as it was nowhere near the complete solution to our administrative needs. When the IMAS Service was conceived it was designed to be much more of a complete solution; as existing clients we were approached at a fairly early stage to gauge our level of interest.

We then undertook a major examination of the proposed new service, and having conducted extensive due diligence we decided to sign up. It turned out that Charteris was the first client to do so; as result we are sounded out on a fairly regular basis for our thoughts and experiences with the IMAS Service. As with any new product perfection wasn't achieved on day one, but the important aspect from our perspective was the responsiveness of AJBS staff to any issues that we encountered. We have also, to a certain extent, been working together to add features to the service, with the goal of getting the system to a level where it is a comprehensive administrative one-stop-shop.



Since taking the service we really have been able to devote more of our time to investment management and less time to administrative matters, which can only be to the long term benefit of us and our clients.

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## A Platform for Success...

Our pensions business has changed its name to A J Bell Platform Solutions to reflect the impending launch of an ISA and personal dealing account on the Sippcentre and Sippdeal platforms.

Offering these new products will open up new markets and opportunities, building upon our existing knowledge and experience of the SIPP market and will also allow us to compete more effectively with the increasing numbers of wrap and platform providers.



**Billy Mackay**  
Marketing Director,  
A J Bell Group