



Stadden Forbes Wealth Management Ltd | 12-18 Grosvenor Gardens, Belgravia, London, SW1W 0DH  
T:+442034055320 | W: [www.staddenforbes.com](http://www.staddenforbes.com) | E: [info@staddenforbes.com](mailto:info@staddenforbes.com)

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**This brochure provides Part 2A of Form ADV - The Brochure**

This brochure provides information about the qualifications and business practices of Stadden Forbes Wealth Management Ltd. If you have any questions about the contents of this brochure, please contact Robert Forbes at +44 7971460104.

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Stadden Forbes Wealth Management Ltd is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training. The written communications of an adviser provide you with information about which you determine to hire or retain an adviser.

Further information about Stadden Forbes Wealth Management Ltd can be found on the Securities and Exchange Commission's website – [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Material Changes**

The initial registration in November 2014 to the SEC and this brochure is the fourth and most up to date therefore there are no material changes to declare except for the change of office address to 12-18 Grosvenor Gardens, Belgravia, London SW1W 0DH.

## **Table of Contents**

Material Changes	2
Table of Contents	2
Advisory Business	3
Fees and Compensation	3
Performance Based Fees and Side-by-Side Management	4
Types of Clients	4
Methods of Analysis, Investment Strategies and Risk of Loss	4
Disciplinary Information	5
Other Financial Industry Activities and Affiliations	5
Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	5
Brokerage Practices	5
Review of Accounts	6
Client Referrals and Other Compensation	6
Custody	7
Investment Discretion	7
Voting Client Securities	7
Financial Information	7

## **Advisory Business**

Stadden Forbes Wealth Management Ltd (SFWM) provides Investment Advice Services, defined as giving ongoing investment advice to a client. SFWM provides this service to high net worth individuals on an advisory basis.

In providing this investment advice, we offer a complimentary initial consultation to gather relevant information from the client and it is only after this initial consultation that SFWM and the client will formalise and begin a relationship via a properly executed client agreement.

SFWM in collaboration with the client will create and develop investment recommendations that adhere to the intent of the client's investment objectives. The resultant comprehensive financial plan will take into consideration the client's current situation, risk management, their past investment experience and their stated objectives, and the financial plan will identify a strategic asset allocation that is consistent with the client's investment objectives. A regular portfolio review schedule will be agreed at that point and will be at least quarterly. Assets will be managed from the date of the signing of the Investment Management Agreement.

SFWM may recommend that clients authorise the active discretionary management of all or some of their assets among independent investment managers. In this situation we will identify investment managers that represent the asset class categories used to implement the financial plan. Once the client has agreed to one or more of the recommended investment managers, SFWM will assist with the supervision of the portfolio on a quarterly basis and this includes continuous monitoring of the portfolio performance, its adherence to the client's financial plan and any other material changes with the investment manager that are relevant. If SFWM determines that a different investment manager would better suit a particular client's needs then SFWM will make such a recommendation. There are many factors involved in arriving at such a recommendation and this includes performance, investment philosophy, client services and fees.

Stadden Forbes Wealth Management Ltd is 100% owned by Robert Forbes, and was established in October 2014. It subsequently became a registered investment adviser with the Securities and Exchange Commission. As of November 1<sup>st</sup> 2014 SFWM advises on \$20,000,000 on a non-discretionary basis.

SFWM does not sponsor in a wrap program.

## **Fees and Compensation**

SFWM charges most of its clients an annual investment management fee based on the following schedule:

Assets under management	Annual fee
\$0 to \$5,000,000	1.00%
\$5,000,001 and above	0.75%

Accounts held with our custodian but not managed by SFWM will be charged at 0.25% per annum.

SFWM's fees are generally paid quarterly, in advance, based on the value of the account(s) as of the close of the previous quarter, or unless otherwise negotiated with the client as provided for in the Investment Management agreement. Fees will generally be deducted directly from the client's account pursuant to a written agreement. For new client accounts, the advisory fee will be pro-rated for the remaining calendar quarter.

Advisory services may be terminated by either party upon written notification in accordance with the applicable contractual notice of termination. If a client terminates the investment management agreement with SFWM in the middle of a billing period SFWM will invoice the client for an amount that is pro-rated based on the number of days that the account was managed.

Investment advisory services begin with the effective date of the Investment Management agreement. Clients should be aware of their responsibility to verify the accuracy of the fee calculation.

Advisory fees are separate and distinct from fees and expenses charged by mutual funds, which may be recommended to clients. A description of these fees and expenses are available in each fund's prospectus. In addition to SFWM's investment management fees, clients may bear trading costs and custodial fees. Fees may vary from the applicable schedule above due to particular circumstances of the client or as otherwise negotiated with particular clients.

### **Performance Based Fees and Side-by-Side Management**

SFWM does not charge any performance based fees.

### **Types of Clients**

SFWM services are provided to high-net-worth individuals. SFWM has no minimum account size however the minimum fee is \$2,000 and SFWM has the discretion to waive this minimum fee.

### **Methods of Analysis, Investment Strategies and Risk of Loss**

SFWM creates strategic asset allocation models, that aim to balance risk and reward by building a portfolio over various asset classes that best fits the client's stated objectives, time frame and risk tolerance. The asset classes include equities, fixed income, property, and cash (including equivalents). Model portfolio theory dictates that each asset class has a different risk and return characteristic and that a well-diversified portfolio will reduce overall risk. There is though no guarantee that this method of portfolio construction will deliver an increase in a client's wealth.

When selecting the securities SFWM uses fundamental analysis. For stocks and bonds the analysis generally includes a review of; the issuer's management; the amount and volatility of past profits or losses; the issuer's assets and liabilities, as well as any material changes from historical norms; prospects for the issuer's industry, as well as the issuer's competitive position within that industry; and any other factors considered relevant.

For mutual funds and ETFs the analysis generally includes a review of: the management team; the historical risk and return characteristics; the exposure to sectors and individual issuers; the fee structure; and any other factors considered relevant.

SFWM may purchase investment assets on margin. This is borrowing from a client's broker using the existing stock as collateral. This helps to increase an investor's purchasing power however there are risks involved and if the value of the account declines the account may need to either be recapitalised with a cash deposit or the securities within the account may be required to be sold.

All investing involves a risk of loss and clients need to be prepared to bear such loss.

### **Disciplinary Information**

SFWM and its Registered Investment Advisers have never been involved in any legal or disciplinary events in the past that would be material to anyone's evaluation of it and its personnel.

### **Other Financial Industry Activities and Affiliations**

SFWM is not affiliated with a broker-dealer. It is not affiliated with a futures/commodities firm and it has no other industry affiliates.

### **Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

SFWM has a written code of ethics which is a set of ideals based on honesty and integrity. It requires SFWM and its employees to act in their clients' best interests, abide by all applicable regulations, and pre-clear and report on all types of personal securities transactions. A copy of our code of ethics is available upon request.

SFWM employees may only trade on their own account when prior approval has been provided by the Chief Compliance Officer. If there is a possibility of a conflict of interest then the trade will not occur and the client's interests will take precedence. SFWM takes its fiduciary responsibility seriously and therefore its employees (including the director) shall not trade a security where their decision is derived from information resultant from employment at SFWM unless that information is available to the investing public. In any case all employees must act in accordance with all Federal and State regulations governing registered investment advisory practices. There is a disciplinary process for any employee who contravene these personal trading rules.

### **Brokerage Practices**

When SFWM recommends custodians it will seek and actively review broker-dealers who offer reliable service at a competitive cost. A client may have a favored broker-dealer and this is acceptable if it is

possible and if it does not increase the costs of providing our services. SFWM does not and will not receive compensation with respect to execution of these trades. SFWM uses a broker-dealer that provide best execution practice.

Managing more than one account means there could be a conflict whereby one account is given more investment opportunities than another. To manage this potential conflict SFWM aims to work in a way that is generally fair to all clients.

SFWM does not have any Soft Dollar agreements in place.

On an annual basis SFWM reviews the broker-dealer market and the services offered with a view to ensuring reliable service at a competitive cost.

On occasions when selling the same security for multiple accounts and/or multiple clients SFWM may aggregate orders to a single block order against an average price account. The average price account will allocate proportionate shares to each account. If an order is partially filled, accounts will have their orders fully filled on a pro-rated basis.

### **Review of Accounts**

Accounts under SFWM's management are monitored on an ongoing basis by the Chief Compliance Officer. The investment adviser representatives reviews the asset allocation of their client's account on a quarterly basis or more frequently and will liaise with the client on a quarterly basis. Clients receive account statements on at least a quarterly basis.

### **Client Referrals and Other Compensation**

SFWM has entered into arrangements whereby it compensates other persons for referring clients to it. Payment of a referral does not affect the fees paid by any new client.

Each person who is paid a referral fee agrees that such referral arrangement will conform to Rule 206(4)-3 under the Investment Advisers Act of 1940, as amended, including that such referral arrangement is disclosed to prospective clients. The referring person will be required to provide to the prospective client at the time of solicitation a written solicitor disclosure statement which discloses, among other things, the fact that the person or company referring the client is receiving compensation for the referral. The details to any such arrangement will be disclosed on Form ADV when they exist.

SFWM does not receive any other economic benefits from non-clients in connection with the provision of investment advice to clients.

SFWM does not receive extra compensation or any other economic benefit for providing investment advice or other advisory services to clients.

**Custody**

All client funds, securities and accounts are held at third party custodians. SFWM does not take possession of a client's securities. Clients should receive quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets.

**Investment Discretion**

SFWM offers non-discretionary management services. A non-discretionary investment account means the client retains full discretion to supervise, manage, and direct the assets of the account. The client maintains full power and authority to purchase, sell, invest, reinvest, exchange, convert, and trade the assets in the Account in any manner deemed appropriate and to place all orders for the purchase and sale of Account assets with or through brokers, dealers, or issuers selected by the client. The client is free to manage the account with or without the recommendation of SFWM and all with or without prior consultation with SFWM.

**Voting Client Securities**

SFWM will not be responsible for responding to proxies for securities held in clients' accounts. Proxy solicitation materials will be forwarded to clients for response and voting. In the event a client has a question about a proxy solicitation, the client should contact his/her investment adviser representative.

**Financial Information**

SFWM has never filed for bankruptcy and is not aware of any financial condition that is expected to affect its ability to manage client accounts.