



# WISE INVESTMENT

INVESTING IN RELATIONSHIPS



2020 was a very difficult year for so many people and it feels almost odd to write to you all and say Happy New Year. However, I do hope that 2021 will bring an improvement in many ways, fewer restrictions, children being able to go to school, all of us being able to meet up with our families and for businesses to be able to continue doing what they do best.

We are so thankful for your continued trust and support and also that you have all been so willing to adapt to the different ways we are having to work due to the restrictions that are in place.

I thought I would take the opportunity at the start of the year to get in touch and also to update you on some of the things that happened last year and also the plans we have for this year.

We started working remotely in March last year and this has continued to be the case throughout all of the year. We have a small team of people who are working in the office to ensure that post is being dealt with and distributed out electronically to the people working from home to process and this has been working very well.

Most of the systems we use are all cloud based and we all have laptops to work on which made the transition to us working remotely relatively smooth.

We also changed from having face to face meetings with you all to having these meetings via zoom and Teams. Although this is working well, we do know this isn't the same thing as seeing you all personally but our priority has to be to keep both you and us safe. We really hope that we can get back to seeing you all face to face soon.

We had already been looking at setting up a new client portal in order to improve our service to you, before we had even heard of Covid. We had aimed for this to be in place last year but due to various delays this is now being launched over the coming few months. We hope this will improve the service we are able to offer you and that you will appreciate being able to log in and view your portfolios as and when you wish.

On a final note I have a small favour to ask. Tony Yarrow set this business up almost 30 years ago and his focus was always on providing the kind of personal client service he would himself like to receive if he was a client. I have worked with Tony for over 20 years and this continues to be a key focus for both me and everyone else in Wise Investment. We have had to adapt over the years to a changing regulatory environment and so our service has changed and developed. Sometimes we get it right and sometimes we don't. You, our clients, are what is important to us. I would really appreciate if you can give me feedback, both good and bad, in terms of the various aspects of our service so that we can use this to help develop our service going forward.

Please do not hesitate to contact me if you would like to discuss anything.

**Alexandra Rae**  
CEO  
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## END OF YEAR NOTE – INVESTMENT UPDATE

### RECOLLECTIONS IN A YEAR TO FORGET

After strong equity market returns in 2019, valuations had become a little stretched as we entered 2020. That is to say, our expectation at the beginning of 2020 was that investors were unlikely to be properly compensated for holding risky assets and would receive dull returns. As it turned out, returns from equity markets in 2020 were anything but dull. In February and March the share prices of most listed businesses declined sharply. However, by the end of March, investor pessimism had reached its low point. Political leaders around the world had generally concluded that it was far better to implement restrictions on human activity and make economic sacrifices rather than allow the virus to move unimpeded through their electorate. Since March, equity markets have staged a recovery, although the UK equity market, with its more economically sensitive complex of businesses, has lagged other markets. The key questions now faced by investors are what the economic recovery will look like and to what extent it will differ for different parts of the economy? Currently, some parts of the equity market are priced with potentially excessive enthusiasm whilst other areas appear to remain undeservedly unloved.

The unprecedented speed with which multiple vaccines have been developed and are now being deployed is testament to the ability of the human race to meet its gravest challenge in living memory. Hopefully, in 12 months' time, Covid's effect on society will be a faint shadow of what we have experienced in the last year. Yet, having developed the tools to mitigate the physical effects of the coronavirus, there is now an economic legacy for us to face. Government debt levels, taxation, interest rates and unemployment (to name but a few) will all have their future paths impacted by the virus. Added to this, there is our own country's redrafting of a relationship with the European Union to be completed. The progress of dealing with the virus should remove some of the volatility from our daily existence but we expect the after effects will continue to move financial markets for some time to come. This will provide both opportunities and challenges as we continue to look after the investments you have entrusted to our management.

**Robert Blinkhorn**  
Head of Investment Management

## NEW IN 2021

Exciting news - We will be launching our very own Client Portal during 2021 - 'My Wise Investment'.

This will give you an overview of your financial holdings with us all in one place, anytime anywhere either on your desktop or using our app on your smartphone and tablet

Using 'My Wise Investment' you will be able to:-

- View your Investment portfolio
- Review your pension details
- Store important documents
- Send and receive secure messages
- Sending documents securely
- Set your own reminders about renewals and payments
- Track the value of your property

Please speak to your Financial Planner about it at your next review and we can get you signed up.

### Deborah Dunks

Head of Financial Planning

## ROYAL MAIL – POST

As you may be aware, Royal Mail have recently highlighted a number of areas experiencing delays in service due to the pandemic.

Please be ensured that we will be following our standard processes for all mail including application forms and cheque payments. However any delays as a direct result of the issues Royal Mail are experiencing are unfortunately out of our hands and we will process these documents as soon as they are received.

If you do have any questions, please do not hesitate to get in touch with your adviser directly.



## WISE INVESTMENT

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Wise Investment is authorised and regulated by the Financial Conduct Authority (firm reference number 230553). Your capital is at risk as values can go down as well as up.

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## CHARITY UPDATE

At Wise Investment, we try and support our local community as much as possible. To us, charitable donations and volunteering is part of the business. Over the years we have worked with a number of charities, both local and national, and we encourage this charitable culture amongst our team by providing volunteer days which can be used for a cause of their choosing, or they can get involved with one of the many causes we participate in as a business.



Most recently, we supported the Chippy Larder "Christmas event" where our very own Kelly Leech organised a donation on behalf of Wise Investment to purchase toys and food to help those in need. Through this, no child in the local area went without on Christmas.

Prior to that, we worked with Chipping Norton School and Woodland Trust on a tree planting initiative to offset the carbon emissions we emit as a business and support the school in their tree planting project.

On top of these annual or once-off initiatives, we also do a monthly charity event that we call "Spin the Charity Wheel".

### HOW WE SPIN THE CHARITY WHEEL

Through our "Spin the Charity Wheel" initiative, team members nominate their chosen local charity. They're added to the wheel. The wheel is spun, and the charity that the wheel stops on is chosen to receive a £250 cheque.

This simple event has allowed us to support local food banks, preschools and animal sanctuaries.



### FOSTERING THE CULTURE OF GIVING

While we believe that it is the responsibility of businesses to lead the charge for charitable causes, we are filled with pride to see our team step up and find their own ways to give back to the community and causes that they support. We would like to highlight the efforts of a few key figures in our organisation who have taken the initiative and done amazing things to give to good causes.

Tom completed the Yorkshire 3 peaks challenge, climbing 24 miles in 11 hours and raising over £500 for the MIND charity.

Instead of doing Company Secret Santa presents this year Heather organised a "charity of your choice" initiative, which saw team members donating to a range of charities that are important to them.

Jo volunteers in Bledington Community Shop & Café – a local shop within her village which has proved to be a vital resource to the village population during the pandemic. Through her volunteering duties, Jo is on the managing committee and assists the shop manager, giving up over 80 hours of her spare time per year to help out.

It is a privilege to be able to participate in such causes and work with such a stellar team of kind-hearted givers.