

GOOD EGG KITEMARK COMPANY SUMMARY

SWITCHFOOT WEALTH

20/02/2024

THIS REPORT PROVIDES A SUMMARY OF THE MAIN BUSINESS CONDUCTED BY THE PROVIDER, ITS RATINGS ACCORDING TO THE [GOOD EGG CRITERIA](#), A SUMMARY OF COMMENTS FROM ETHICAL SCREENING, AN INDEPENDENT SPECIALIST CONSULTANCY, AND SELECTED COMMENTS FROM THE GOOD EGG EXPERT PANELLISTS.

ASSESSMENT: GOOD EGG RECOMMENDED FEBRUARY 2024



KEY INFORMATION

PRINCIPAL ACTIVITY: FINANCIAL PLANNING AND INDEPENDENT FINANCIAL ADVICE. THE COMPANY WORKS WITH INDIVIDUAL (PRIVATE CLIENTS), BUSINESSES AS WELL AS ATTORNEYS (BOTH PROFESSIONAL AND LAY).

PRODUCT TYPES: FINANCIAL PLANNING COVERING AREAS INCLUDING ISA'S, PENSIONS, TRUSTS AND ESTATE PLANNING AND LATER LIFE PLANNING.

KEY PRODUCT DETAILS: WHOLE OF MARKET – THE COMPANY HAS A CENTRAL INVESTMENT PROPOSITION. A TYPICAL INVESTMENT PORTFOLIO INCLUDES B CORP CERTIFIED DISCRETIONARY FUND MANAGERS SUCH AS EQ INVESTOR AND TRIBE. ALL INVESTMENT RECOMMENDATIONS ARE MADE ACCORDING TO SUITABILITY OF THE CLIENT AND THEIR CIRCUMSTANCES.

AWARDS, MEMBERSHIPS AND REGISTRATIONS:

MEMBERSHIPS & REGISTRATIONS:

SOCIETY OF LATER LIFE ADVISERS (SOLLA)

SOCIETY OF TRUST AND ESTATE PRACTITIONERS (STEP)

PERSONAL FINANCE SOCIETY (PFS)

CHARTERED INSTITUTE FOR SECURITIES & INVESTMENT (CISI)

THE LONDON INSTITUTE OF BANKING AND FINANCE (LIBF)

B CORP LOCAL SURREY

TRANSPARENCY TASK FORCE

CERTIFIED B CORP.

AWARDS

CREST BUSINESS AWARDS 2022 - FINALIST

SURREY BUSINESS AWARDS – HIGHLY COMMENDED 2021

PERSONAL FINANCE SOCIETY RETIREMENT AND LATER LIFE ADVICE SPECIALIST OF THE YEARS WINNER 2020/21

SME SURREY BUSINESS AWARDS 2022 POSITIVE IMPACT AWARD – SILVER WINNER

PROFESSIONAL ADVISER AWARDS 2024 – SHORTLISTED FOR BEST ESG FIRM (RESULTS PENDING ON DATE OF COMPLETING QUESTIONNAIRE)

POSITIVE IMPACT RATINGS – SUMMARY

	LOW POSITIVE IMPACT	MEDIUM POSITIVE IMPACT	HIGH POSITIVE IMPACT	NEGATIVE IMPACT	NEUTRAL	N/A
INDUSTRY/ CUSTOMER			/			
ENVIRONMENTAL			/			
SOCIAL		/				
INTERNAL (STAFF/ POLICIES/ OFFICES)		/				
OVERALL			/			

KEY STRENGTHS AND CONCERNS/ ETHICAL SCREENING AND PANELLIST COMMENTS:

INDUSTRY/ CUSTOMER:

STRENGTHS

THE COMPANY SPECIALISES IN ASSISTING OLDER CLIENTS. SEB (FOUNDER/ DIRECTOR) IS A MEMBER OF THE SOLLA ADVISORY BOARD WHO ASSIST THE ORGANIZATION IN THEIR DIRECTION AND MISSION. SOLLA ARE A NOT-FOR-PROFIT ORGANISATION THAT AIMS TO CONNECT PEOPLE WITH ACCREDITED LATER LIFE ADVISERS WHO UNDERSTAND THE NEEDS AND ISSUES THAT OLDER CLIENTS FACE.

THE COMPANY ALSO PLACES FOCUS ON VULNERABLE CLIENTS SUCH AS PAST VICTIMS OF PENSION SCAMS AND FUTURE VICTIMS OF LPA (LASTING POWER OF ATTORNEY) ABUSE. IN ADDITION, THE COMPANY HELPS BUSINESS OWNERS BUILD RESILIENT FINANCIAL PLANS.

CLIENTS CAN EASILY BOOK A 30-MINUTE FREE CALL/MEETING WITH A REPRESENTATIVE ON THE WEBSITE. THE OPTION IS CLEARLY MARKED IN YELLOW ON THE FRONT PAGE.

SEB IS PARTICIPATING IN A WORKING GROUP WITHIN THE PERSONAL FINANCE SOCIETY (PFS) TO DEVELOP GUIDANCE, EXPECTATIONS AND SUPPORT IN THE DEVELOPMENT OF SUSTAINABLE FINANCE.

CONCERNS

ENVIRONMENTAL:

STRENGTHS

THE COMPANY WAS FOUNDED WITH THE INTENTION OF MAKING SUSTAINABLE FINANCE THE DEFAULT AND STATES THAT IT IS THE ORIGINATORS OF SUSTAINABLE FINANCIAL PLANNING. THIS IS AN APPROACH THAT CONSIDERS CLIMATE IMPACT AND RISK ON THE ENTIRETY OF A CLIENT'S FINANCIAL PLAN ALONGSIDE THE INVESTMENT CHOICES THAT THEY MAKE.

SFW STATES THAT IT HAS DEVELOPED A SUSTAINABLE FIRST CIP -CENTRAL INVESTMENT PROPOSITION. IT DOES NOT ASK PEOPLE TO OPT-IN TO SUSTAINABILITY, BUT TO OPT-OUT.

THE NEWEST VERSION WILL BE 1.5 ALIGNED – WITH A CREDIBLE PATHWAY TO NET ZERO FOR THE FUNDS AND FOLLOWING SCIENCE BASED TARGETS INITIATIVE (SBTI).

THE COMPANY HAS MEASURED THE SCOPES 1 AND 2 OF ITS CLIENT'S PORTFOLIOS AND IT COMES TO 1,160 TONNES OF CO2E PER YEAR.

CONCERNS

SOCIAL:

STRENGTHS

SFW STATES THAT THE INVESTMENT IT HAS AS PART OF ITS CIP, TRIBE IN PARTICULAR HAVE HOLDINGS IN FUNDS THAT ARE FOCUSED UPON SOCIAL PROBLEMS.

IT ALSO STATES THAT ITS WORK WITH SOLLA AND TRANSPARENCY TASKFORCE IS CENTRED AROUND SOCIAL PROBLEMS LINKED TO VULNERABLE PEOPLE IN SOCIETY (FOR EXAMPLE, THE ELDERLY OR

CONCERNS

INTERNAL (STAFF/POLICIES/OFFICES):

STRENGTHS	CONCERNS
<p>EVERYONE AT SWITCHFOOT IS EXPECTED TO BE WORKING TOWARDS PROFESSIONAL EXAMS AT ALL TIMES. SWITCHFOOT PAYS FOR EXAMS AND SUPPORT, PROVIDES STUDY TIME AND EMPLOYS CAREER CHANGERS, TRAINING THEM IN FINANCIAL PLANNING.</p> <p>SFW PAYS THE REAL LIVING WAGE FOR A FAMILY WITH LONDON WEIGHTING AS A MINIMUM.</p> <p>BUDGET OF £50 PER WORKER PER MONTH FOR 'PERSONAL PROTECTION POLICIES' SUCH AS LIFE COVER, INCOME PROTECTION OR CRITICAL ILLNESS INSURANCE AND A CHOICE OF BENEFITS TO SUIT THE INDIVIDUAL.</p>	

PANELLIST COMMENTS:

1. "What I think would strengthen the application would be to give a indication of how many customers - both number and percent - are from vulnerable groups that they mention, or are lower net worth. The company claims to be "focused on" vulnerable adults, but what does that mean in practice? How proactive are they at reaching these customers, how successful have they been at supporting those ambitions?"

Switchfoot response: *"Providing statistics would depend in part upon defining the parameters for who would be considered vulnerable or lower net worth. By way of example, we would estimate that around 50% of the referrals we receive are in relation to care funding where the client would be considered vulnerable.*

"Of these, we actually find that in many cases we provide guidance and support for people who actually do not end up being advised by us (this may be because their capital reserves are too low to warrant doing anything except holding it in cash). Collectively this amounts to quite a

considerable amount of "free" time and resource that we provide to vulnerable individuals.

"Our Director was part of the Transparency Taskforce working with Andy Agathangelou on a number of areas including contributing to the anti-scams symposium and setting up a conference bringing together stakeholders to consider financial abuse risks around POA in context of pension freedoms (<https://transparencytaskforce.org/protecting-the-wealth-of-the-vulnerable-elderly/>)

"We have a long standing association with a law firm who work with victims of financial scams and have supported a number of their clients to re-establish their financial plans once their claims have been resolved

"Our Director sits on the Advisory Board of SOLLA (Society of Later Life Advisors) focussing on "climate change is a later life issue." We don't set a minimum asset value in relation to working with new clients hence opening up the possibility for lower net worth clients to receive advice"

"Membership of the working group and the awards achieved give good merit, as does the solar grid installed. At its core this is a pretty small company, £250k turnover and 2 employees, so it would be great to see their impact scaled by increasing growth, employment, and number of customers supported - particularly the vulnerable and elderly customers mentioned in the application. Greater scale would mean greater impact in this case."

Switchfoot response: *"Yes - it is our intention and we have plans in place in order to grow the business in the future."*

"Given where the business is at they seem to have crafted some strong and positive foundations. With more time I would have liked to dig into their sustainable investment default because ultimately the sustainability credentials of that fund will make or break the positive impact of the company. It would be great to know more about their screening criteria and positive selection criteria, as well as whether they provide any impact measurement analysis on the fund, how often investments are reviewed, and generally more transparency about what that fund is doing.

Switchfoot response: *“The core of our Central Investment Proposition are model portfolios from both EQ Investors and Tribe Impact Capital. These are both well recognised as being solely focussed upon sustainable investing. We use both their data as well as independent data from MSCI (for example) to allow for impact measurement and to monitor their sustainability credentials.*”

“Generally though this is a positive, small company that seems well set up and with its heart in the right place.”

2. “I like that the CIP will be 1.5 aligned – with a credible pathway to net zero for the funds and following the Science-based Targets Initiative (SBTI). Seems to be a good organisation with good values and practices. I love the sustainability by default approach, and the lack of a lower band for client wealth.”

3. “These guys look great! No negative comments at all based on this information.”

4. “They are eminently suitable for a Good Egg award.”