



cogence

BlackRock |  Discovery

Building a **long-lasting sustainable advantage** for your practice

The financial advice industry has become highly competitive. Growing regulatory pressures and increased compliance requirements make it very time consuming to run a compliant financial advice practice. In addition, financial advice and client needs are becoming more complex, requiring more of the adviser's time.

With only 30% of an adviser's time spent on client-facing activities (Source: The Kitchens report, volume 2), standing out has become more difficult. However, offering personalised, data-driven retirement and investment solutions that take advantage of global opportunities can enhance your value proposition and client conversations, helping you stand out in a competitive landscape while meeting the regulatory requirements.

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To create a sustainable competitive advantage that will set your practice up for long-term success, you should anchor your value proposition on four key pillars: global investing expertise, holistic financial planning, advanced technology, and strong client relationships.

Leverage global expertise

Regulation 28 of the Pension Funds Act permits offshore investments of up to 45% of retirement savings. Increasing global asset allocation will result in a wider range of investment outcomes, and global market expertise is required to manage increased advice risk. Many local investors are hesitant to invest offshore and with South Africa representing only 1% of the global economy, investors can miss out on earning attractive returns from global funds and assets. Investors may be hesitant for various reasons, including currency volatility and geopolitical risk, but you can manage these risks by partnering with a discretionary fund manager (DFM) that understands both local and global markets.

Cogence is the first discretionary fund manager in South Africa to combine global and local investment expertise. By integrating Discovery's leadership in behaviour-change science, BlackRock's global investment capabilities, and RisCura's deep understanding of the local market, Cogence delivers a uniquely comprehensive approach. This partnership enables advisers to offer clients access to diversified portfolios backed by world-class expertise, addressing both global opportunities and local investment needs with precision.

■ Embrace holistic financial planning

Cogence understands that a comprehensive financial plan goes beyond managing investment risk, and should also consider the crucial aspects of savings behaviour, and health and longevity risks. In a competitive landscape, having access to accurate personal data on your clients, such as their savings behaviour, health habits, and lifestyle choices, is a game changer. It gives you key insights into your clients' expected longevity and healthcare costs, which are critical considerations in retirement. Cogence technology uniquely combines the advanced portfolio analytics from Aladdin Wealth™ with Vitality's health and longevity data. These insights are considered alongside a client's savings behaviour and packaged into a single investment report that you can use to assess the key factors influencing your clients' multi-dimensional financial plans.

■ Harness the power of technology

Imagine stepping into a client meeting equipped with tools that go beyond historical performance reviews. With Cogence's advanced technology, powered by Aladdin Wealth™, you can illustrate how a portfolio might respond to various market scenarios. This capability not only highlights potential risks but also reinforces your role as a forward-thinking adviser who actively manages portfolios with precision and insight.

Time-consuming tasks like compliance, administration, and regulatory requirements often detract from client-facing activities. Cogence simplifies these processes through seamless digital onboarding, comprehensive co-branded reporting that integrates investment, health, and wealth insights, and robust portfolio analytics. These efficiencies allow you to focus on what truly matters: providing exceptional, personalised service that strengthens your client relationships.

■ Focus on strong client relationships

Building strong relationships with your clients is crucial to remaining competitive in this industry. Satisfied clients are loyal and more likely to refer others to you. To deepen your relationships with your clients, it's important to maintain regular check-ins where you discuss their needs and financial goals, and provide relevant updates on the performance of their portfolio. Doing so regularly – and not just once a year – demonstrates your value and is key to helping your clients remain invested despite volatile markets.

■ Gear up for your practice's long-term success

Achieving a sustainable advantage requires a blend of global expertise, holistic financial planning, technology, and strong client relationships. By partnering with Cogence, you not only gain access to leading global investing expertise, cutting-edge technology, and the insights to holistically manage health and savings risk – you partner with a discretionary fund manager that's invested in the long-term success of your practice and measures its success by yours.

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