



Anderson. "Even if you look at the so-called open architecture model, you will still find the bank's own products being sold alongside [third party products]."

Suspicion of this product-led approach is the trump card for boutique wealth managers. They can tout their independent status as a reassurance that clients will not be fed in-house products of dubious value. Even better if the owners of the business invest their money alongside that of their clients.

Performance of wealth managers has widened out over the past year, says Mr Anderson. Some have succeeded in protecting capital, while others have lost large amounts. Boutiques may be a better bet in that respect. They should be looking for the best products on behalf of clients, which may mean using low cost products like exchange traded funds where possible to keep costs down as well.

Caveat emptor, or buyer beware, warnings still apply, though. Wealth managers are in business to make money, as well as look after clients' money. People who use their services should be clear what they want and how much they are willing to pay.