



**No marketing speak.  
No soundbites.  
Just rigorous, personalised  
portfolios.**

26 years in financial planning. 16 of them spent as an external analyst, picking apart other firms' due diligence — which is exactly why 451 Analytics was built differently.

## 2nd lowest

cost MPS in the UK, out of 1,681 providers charging manager fees

## £140,000

indicative 5-year saving vs. average manager fees on £20m AUM

## 26 / 16

years in financial planning / years as an external due-diligence analyst

### Our methodology

That methodology goes beyond headline performance figures. We report using performance metrics (risk adjusted, relative and absolute) and factor models because a single flattering number rarely tells the full story.

We're a boutique firm. We don't want to be an **MPS burger chain**. We want to be a specialist firm, working with like-minded people, helping advisers deliver real, meaningful investment advice to their clients.

### Who we work with

- One- or two-person financial planning firms
- Large compliance networks
- Established financial planning practices
- Firms wanting new model portfolios built, or existing portfolios managed

### Get in touch

Whatever the size of your firm, we'd like to show you what technical rigour actually looks like.

**Glyn Chetwynd**

Founder & Lead Analyst  
[www.451analytics.com](http://www.451analytics.com)



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