



Refreshingly individual financial planning from The Fry Group

11 October 2011

## Ensuring Financial Advice Remains Independent

The Fry Group has always prided itself on its independent approach to financial advice. We remain a privately owned company, with no external shareholders. Our commitment to ensuring our investment advice remains impartial is strengthened through our work with OBSR – who we have recently begun using to help support the work we do in selecting investment funds for clients.

OBSR, a Morningstar company, is a specialist independent investment research house. The research carried out by OBSR helps us identify best of breed funds, to ensure that we develop a unique investment portfolio which includes the appropriate type and quality of funds for each client.

OBSR's research approach looks for funds that are able to meet the expectations of investors; and it does this by regularly meeting fund managers. Fund managers who prove their experience, knowledge and capability (by returning superior performance) then go on to have their funds included in OBSR's recommended list. This unparalleled contact with fund managers has helped OBSR to ensure that its experience, knowledge and professionalism is unrivalled in the UK. It employs 20 investment research professionals, the largest team of its type in the UK.

By working with OBSR, the team at Frys can ensure that the investment advice offered to clients remains first class, and that the investment portfolio designed properly meets the clients' goals and objectives.

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Want to talk?

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