

Tighter Alignment of Interests of Clients and Managers Leads to Success



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How do you differentiate your service?

It starts with the business model: We're strong believers in the EAM model when it's done the right way. It may be a cliché but we're convinced that the tighter alignment of interests of the client and the asset manager leads to long-lasting relationships that ultimately reward both parties.

We believe portfolios should be designed in the image of the clients and that must be rooted in a deep understanding of their needs. Most often, our clients' previous experiences with the wider financial industry has led them to think of investing as a shopping exercise: buying the right things at a good price at the right time.

It'd be great if you could do that all the time but nobody can.

Correct. That shopping mindset puts the focus on products and how wide the shelf is. Would you rather listen to a pharmacist who can provide all the products or to a physician who can provide the diagnosis and course of treatment?

A product-centred approach also drives risk-seeking near market peaks and loss aversion at the bottoms. Financial markets can be very unkind to such an approach.

So what is your approach for individuals and families?

TriLake Partners build and manage portfolios with one overarching question: Given what our client wants to do with his money tomorrow, what should his portfolio look like today?

This means helping the client articulate clear and specific objectives – often for the very first time – and translating those objectives to quantified risk and return parameters. Those parameters serve as our north star. And it's quite a liberating experience for clients when they realise that they don't have to stress about asset allocation or security selection or market timing. It doesn't have to be a stressful shopping experience.

Where do you see the firm progressing in the next five years?

There's tremendous room for growth for TriLake Partners and the independent wealth management industry. After all, investment management is still a relatively young discipline. Our firm has grown with the steadfast guidance of our shareholders who manage three successful asset management firms in Switzerland. We can draw on the collective experience of these firms and our own veteran team.

We can expect some sea changes over the next several years but the ranks of people who could greatly benefit from our services only keeps growing, especially in this side of the world. That's what our founders saw when they decided to set up shop in Singapore. There are and will be many business opportunities and we must be smart about focus, scalability, compliance and our value proposition.

Our policies and procedures could look different five years from now with rapid developments in the digital space, ESG, the movement of capital and labour amongst multiple jurisdictions. But our evolving practice will always serve our mission to be responsible stewards of our clients' wealth.