



Case study: Howard Tingley of Tingley & Cooper Ltd



**“I wish we’d done
this five years ago!”**

Dr. Howard Tingley PhD, MSc,
CFP, Director at Tingley
& Cooper Ltd

“I’ve been an IFA for many, many years now, and I’ve always been a big advocate of being chartered and continuing to learn in whatever way I can. Last year, I (finally!) completed my PhD in Economics and Law. I analysed investment risk during times of exogenous shocks, like Covid and Russia’s invasion of Ukraine. I really believe in investing in my staff and their skills and education, and the same applies for myself too even if the education ends up taking seven years to complete!”

Aside from providing financial advice I’ve also worked in taxation, banking and the charity sector. Thirteen years ago, a former colleague asked if I would help to set up a new financial services company. But I knew I could only do it on the basis that I would know and work with every client. So, when we founded **Tingley & Cooper**, we set out to be a micro advice business with a limited number of clients. I had no desire to run a large firm with lots of staff and clients across the globe again!

We limit the number of clients we look after and now work with approximately 150 families that we know intimately. Me and one other adviser manage all the traditional advice work, while my fellow co-founder focuses on managing our investment research.”

“We wanted to work with a smaller DFM who could help make our investment proposition more efficient and thorough, while ensuring the relationship is set on our terms.”

Why did you start working with Copia?

“This structure had been working well for more than a decade, but we’d been considering a joint manufacturing arrangement with a DFM for a while. In my initial meeting with Copia Capital, they ran through their process. I was delighted with the meeting – it was clearly the right fit for us. We wanted to work with an agile DFM who could help make our investment proposition more efficient and thorough, while ensuring the relationship is set on our terms. Our arrangement with Copia has allowed us to maintain the responsibility and liability for safeguarding and growing our clients’ investments.

We’ve been able to reduce portfolio fees and start conforming many of our portfolios to a superior standard. There’s been some enjoyable sparring in our investment committee meetings too. For example, we’ve got quite different views on credit and bond funds, but we always seem to come out somewhere in the middle. Neither side ‘rubber stamps’ the other, and the debate and sharing of ideas has certainly contributed to our improved investment proposition and process.

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Clients often don't like change. However, when we explain how the arrangement works and what the product offering is, many of our clients have been keen to switch to Copia's portfolios. We've also been able to leverage Copia's size to secure lower fees for our clients and take advantage of faster trade cycles. Most importantly our arrangement is delivering better value for clients while still providing good returns. I wish we'd done this five years ago! Or even ten years ago if it was possible back then..."

What does the future look like for you?

"With our arrangement in place with Copia, we're in a great position to make the most of all the change that's going to hit the industry over the next few years. We've already started utilising Saturn AI to cut out some mundane note keeping tasks. Writing up the notes in the old-fashioned way would have taken an hour or two, now it's a five-to-ten-minute

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exercise. The AI space is very exciting for financial services. It has the potential to enhance the advice profession significantly, and young advisers have an amazing opportunity in front of them right now.

On a personal level, I'm planning to take advantage of the

efficiencies created from our partnership with Copia and new advancements in tech', to go back to university for my second Masters. Next time around, it's time to do some theology – I'd love to focus on the relevance of Christian Orthodoxy in the 21st century..."

About Tingely & Cooper Ltd

Tingley & Cooper are an award-winning financial advice firm based in central London.

Founded by Howard Tingley and Jonathan Cooper in 2012, they provide advice to around 150 families. The firm has six staff – the two founders, one other adviser, two paraplanners and an administrator.

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&
COOPER**

