

DAVENPORT

PRODUCT RATING

RISK: **MED**

REWARD: **MED**

# The Davenport Product Rating: Financial Products.

## How we product rate a financial product:

### RISK

The **risk** element of the investment is assessed by reviewing the following criteria and then rating each element with either a '1' for 'Yes', or a '0' for 'No':

Can the provider show previous successful investment returns?	Yes / No
Does the investment documentation appear to be transparent?	Yes / No
Will security be available for the capital invested?	Yes / No
Will any security provided be on a fixed asset or bank assured guarantee?	Yes / No
Will the investor be provided with regular progress updates?	Yes / No
Does the investment show a clear exit strategy to include the return of both capital and interest?	Yes / No

Accordingly: **0 to 2 = High Risk, 3 to 4 = Med Risk, 5 to 6 = Low Risk.**

### REWARD

The **reward** element of the investment is assessed under the following criteria:

Predicted return on investment of <b>less than 5%</b>	<b>= Low Reward</b>
Predicted return on investment of <b>5% - 9%</b>	<b>= Med Reward</b>
Predicted return on investment of <b>10% or above</b>	<b>= High Reward</b>

**We aim to continually improve our service to our clients, so if you have any comments on our Product Rating, then do please get in touch, we'd love to hear from you.**