



NEW FROM DAVENPORT: The Product Rating.

A Product Rating system that puts investors in control.

Experienced investors know that one of their main challenges in making an informed and accurate decision is getting their hands on trustworthy information. A difficulty that is compounded by the sheer volume of marketing information in collaterals like brochures and websites.

Well we're investors too, so we're very familiar with that difficulty. Consequently, we've made it our aim at all times to be transparent, honest and truthful. Basically, we want our clients to be honestly and respectfully informed, in plain English, of the genuine risks and rewards of all the investments that we introduce.

Imagine being able to see at a glance the risk to reward ratio of each investment.

With our attitude to probity, we envisaged what it would mean to investors if they had access to a very simple and direct system of product rating. One that would let them see at a glance what the risk and reward profile was of any of the investments that we introduce. We believe this will enable investors decisions to be easier, faster and more certain.

Honest information that you can trust.

If there's a more honest way to describe an investment than to show its risk to reward ratio in the simplest possible way, then we'd love to see it. As far as we're aware, the Davenport Product Rating is the simplest, most honest, way to display trusted information.

Industry leading transparency.

The Davenport Product Rating is the only one of its kind in the industry. It is completely transparent, with a full explanation of the formula of comparisons available for both product providers and investors to scrutinise.

You get peace of mind.

The Product Rating is clearly displayed on every investment that we introduce. It's our genuine hope that this makes it easy for investors to understand with confidence and complete peace of mind, exactly what the benefits are for their capital before committing to any investment.

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.