



PCH CX (2023) AND PCH CX² (2024) – GREYLISTING, JOURNEY MAPPING AND OUR COMPLETE FOCUS ON NURTURING WEALTH **WHO DO YOU TRUST WITH YOUR DIGITAL INFORMATION?** **CORPORATE STEWARDSHIP: A FOCUS ON EDUCATION** **MEET OUR TAX TEAM**

PCH CX (2023) and PCH CX² (2024) – greylisting, journey mapping and our complete focus on nurturing wealth

Each year at PCH, we embrace a theme to encourage increased internal proficiency and growth – always with the focus on Nurturing Wealth for our clients.

In 2023, we elected to focus on better understanding our client experience (PCH CX) and journey across all our service pillars. We mapped each interaction path with our clients across all services. We then took these client journey maps a step further and highlighted the pain points for each of them and challenged our teams to resolve these pain points. We repeated the same process across all client journeys and all our service pillars.

This was a big task and we recognized that as much as our focus is always on our clients, we also needed to focus on our team (colleagues) and understand the colleague/employee experience within these many client journeys. This has led to us embracing this year's focus.

“ PCH CX², which focuses on diving deeper into both the client and colleague (employee) experience (EX), refining and streamlining processes and improving our client experience. ”



The employee experience is the foundation for our business performance. Sustaining client experience efforts, improving services and building a strong brand all require the dedication and expertise of our PCH team of employees. If you would like to contribute in any way as to how we can improve our client or colleague experience (PCH CX²) for you, please email Cathy Alexander at cathy@privateclient.co.za. All insights are gladly received.

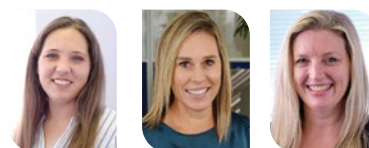
CDD Compliance

The impact of greylisting on our sector cannot be overemphasised. The vital, but onerous implications of ensuring all processes are compliant with the resulting changes in legislation has had an impact on our business, with a very positive knock-on effect.

Our Internal Consultants team has been integrated into a centralized service with a core focus on FinTech and Compliance. This strategic restructuring, implemented over the past year, has significantly enhanced our value proposition, ensuring operational efficiency, compliance across all processes, and comprehensive support for our team members. Allow us to introduce you to the PCH Compliance and FinTech Teams, as well as our Wealth Management Operations Consultant.

As an Accountable Institution governed by the Financial Intelligence Centre Act (FICA), PCH is committed to complying with the Customer Due Diligence (CDD) requirements. This not only protects our clients and our operations, but also supports global efforts to combat financial crimes.

We have to collect essential information to understand our clients at the beginning of our relationship with them and continually update this information.



PCH Fintech Team



PCH Compliance Team



PCH WM Operations Consultant

This includes obtaining additional details as regulatory changes are implemented.

If you need to make any changes to your financial products and/or services with us, we may need this information before fulfilling your request but will expedite your request as swiftly as possible upon receiving any outstanding information.

If you have financial products and/or services with providers other than PCH, you will need to complete the Customer Due Diligence (CDD) process with each of them. "By consolidating your financial needs under one roof at PCH, you only need to undergo this process with one provider, saving you time and significantly reducing your administrative burden," says Anshe Swart, CFP®, Head of Compliance at Private Client Holdings.

If you have any questions regarding compliance, please contact Anshe Swart, CFP® at anshe@privateclient.co.za



Anshe Swart, CFP®
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The Director's Desk



It always feels like a cliché to say that “the year is flying past”, but I think that is the general reality in our post-Covid world.

With most companies back in the office, we are all seeing the benefits of increased human interaction and socialization. It is hardly surprising that companies, including PCH, are reviewing both their client and colleague (employee) experience for the benefit of all stakeholders.

As you read on page 1, both CX and EX impact our bottom line and we are cognizant of the trust that you have placed in us and our desire to deliver on all fronts. I am delighted with the progress we have made thus far and look forward to the next phase of PCH CX², and the opportunities to further enhance the experience for both our clients and staff.

At PCH, we focus on developing long-lasting partnerships and take pride in working with multiple generations of families as we nurture and grow their wealth. Our PCH Steering Committee, which is made up of the heads of each service pillar, excluding directors, have an average service of 13 years with PCH. We do not take this dedication and longevity of trust lightly.

Read more about our 30-year relationship with CSV Construction on the back cover, testimony to our commitment to go the distance with all our clients on their wealth journey.

Grant Alexander

HAVE YOU HEARD?

Step up and change lives, one pair at a time!

We're on a mission to give 5 000 pairs of pre-loved shoes to those in need this winter. Too many children don't have a 'decent' pair of shoes to wear to school. We want to change that so if you would like to support our efforts by donating any sports or school shoes, please email Zhanique Jacobs - zhanique@privateclient.co.za



Greenpop Reforest Fest 2024

As one of Greenpop's first corporate sponsors and a loyal supporter of their ongoing greening efforts, we're delighted that 5 000 new trees were planted during their recent Reforest Fest. This will help Greenpop to achieve their goal of planting 20 000 trees in the Uilenkraal Valley this year through their Forests for Life programme.

[\[CLICK HERE TO LEARN MORE\]](#)

Springfield Carnival

True to his dedication as a devoted dad, Andrew Ratcliffe kindly volunteered to champion his daughter's class Candyland stand at the school's Spring Carnival. Aply supported by Zhanique Jacobs, lots of fun and laughter and a whole lot of hard work went into making the stand and carnival a fabulous success.



UCT Cycling Club orientation week

PCH pursues 3 E's when it comes to their CSI initiatives - exercise, environment and education. As a sponsor of the UCT Cycling Club, we were delighted to be part of their fun orientation week initiative to entice more students to experience the joy of cycling.



REAPing the rewards of hard work

REAP (Rural Education Access Programme) works to enable young South Africans from low-income households in rural areas to access and succeed in post-school education. We are delighted that Rovilhuwa Rakhunwana, one of our PCH REAP students, completed his medical degree at UCT last year and is currently working at Helen Joseph Hospital/Rahimà Moosa Hospital in Gauteng as a Medical Officer Intern. We also welcome Yola Dudumayo as another REAP student for 2024. He is a 2nd year pharmacy student at UWC.

Touch Rugby star

At PCH, we have always had a soft spot for Touch Rugby. Some of us are avid players and we are delighted to support Marcus Nkwane and his dream of representing SA at the Touch Rugby World Cup being held in Nottingham in the UK in July.



Follow PCH on LinkedIn

We believe in connecting with our audience, sharing valuable insights and nurturing meaningful relationships. Our LinkedIn page shares the latest press, industry insights and exciting updates about our services and Family Office approach to wealth management.

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Who do you trust with your digital information?



“Digital technology is so broad today that it encompasses almost everything. No product is made, no person moves, nothing is collected, analysed or communicated without ‘digital technology’. Given its overwhelming ‘value’, digital technology has become an integral part of our lives,” says Louis Rossetto, founder and former editor-in-chief of Wired magazine.

Prior to the digital age, we maintained paper records in a file in a filing cabinet or desk drawer. Important documents, investment statements and policy documents were delivered by post. When someone passed away, all a family member had to do was locate the relevant files and hand them to the appointed executor.

Given the ubiquity of digital technology, these documents are now either emailed (with password protection), available on a password-protected app or retrieved from a service provider’s platform, which requires login credentials. Most of us store our information either on our laptops or via a cloud storage facility, tax information is accessed via our e-filing profiles, and banking information on banking apps or personal profiles.

It’s easy to see how quickly one can amass a long list of usernames and passwords - the average person has anything between 10 and 50 credentials to maintain. This is in addition to the passwords or biometric access protection on our phones or iPads.

What impact has digital technology had on estate planning?

Without access to records and information that is digitally stored, it can be difficult for an executor to know who to contact regarding a client’s assets and potential claims against an estate. In some instances, an executor may overlook an asset if a record cannot be found.

Safe password storage can be challenging, but who can or should access this vital information if you are not able to? With the introduction of dual factor authentication, your password and username may not even be enough to give someone access to your information. There are several password lockers, such as OnePass, Enpass, Authenticator or you can store your credentials in your Apple, Google or Microsoft account.

Most of these lockers allow you to do a data export, but then what? How does an executor access this information, which is critical for efficient estate administration?

“You could create a shared folder to store what we at Private Client Trust call your “going away file” information, which contains the important information to be accessed on your death and how to access it (where to find the correct passwords, etc.). We do, however, advise great caution when it comes to who this file is shared with,” says Sarah Love, a fiduciary specialist at Private Client Trust.

An alternative, and one that the fiduciary team at Private Client Trust recommends, is a comprehensive estate planning exercise with a fiduciary professional. “In this way, we can ensure that all your affairs are in order and that access to information is shared with the right people on your death,” says Love.

During the estate planning process, a fiduciary professional will collect all the necessary information regarding a client’s assets, liabilities and policies. “This puts us in a sound position to administer the estate as we know what is included. This also provides the client with a solid base for the drafting of their Will,” says Love. Private Client Trust regularly partners with CERTIFIED FINANCIAL PLANNERS®, enabling them to effectively assist their clients with their estate planning needs in a digital age.

“While saving and storing important information digitally is highly appropriate, don’t forget that your Will must still be signed with a pen on paper and must comply with the formalities of the Wills Act in order for it to be valid,” cautions Love.

If you would like to speak to a Fiduciary Specialist about your client’s estate planning needs, please contact Sarah Love, CFP® FPSA® TEP at sarah@privateclient.co.za or visit www.privateclienttrust.co.za.



Sarah Love, CFP® FPSA® TEP
sarah@privateclient.co.za

Corporate Stewardship: a Focus on Education

[\[CLICK HERE TO LEARN MORE\]](#)

Last year, PCH launched its Corporate Stewardship offering for Educational Institutions with the aim of helping these vital pillars of society to grow and prosper. We strategically allocate educational institutions’ financial resources to maximise their value. We take ownership of non-core functions so the institution can focus on providing the education it aspires to. PCH helps these institutions achieve positive cash flow management and efficient working capital to drive continued growth and their bottom line.

Our offering includes the management and provision of advice to educational trusts and endowments, which are increasingly prevalent at schools and universities across South Africa as funding becomes more challenging.

Corporate stewardship focuses on ensuring that educational institutions:

- manage their balance sheet assets optimally;
- optimise the yield on their treasury reserves;
- have optimally structured their assets; and
- are managing any surplus funds.

If you’d like to speak to someone about how our innovative approach to corporate stewardship please contact Chris Fraenkel, CFP® on 021 671 1220 or email chrisf@privateclient.co.za



Chris Fraenkel, CFP®
chrisf@privateclient.co.za

Growing the PCH business

At PCH, we grow our business primarily through referrals. From time to time, we have small events providing a gentle environment for clients and potential clients to connect with us and learn more about the PCH Family office approach to wealth management. If you would like to refer someone to attend one of our client events, please contact Cathy Alexander (cathy@privateclient.co.za) and she will include them on our next wealth manager event guest list.

SACS TRUSTS 200 [WATCH HERE]

It was an honour for wealth manager Luke Hirst, CFP® and PCH to be involved with the launch of the 'SACS 200' fundraising campaign at an event that included guests such as Cape Town Mayor, Geordin Hill-Lewis and Justice Albie Sachs. The evening was a resounding success and the goal of raising R100 million to support the continued and future development of SACS is in sight. We wish SACS every success in their fundraising efforts.

Clovelly golf day

Tyrone Coetzee, CFP® had a fun day out supporting the Clovelly Golf Club at their Golf Festival Week held annually in March. PCH were the headline sponsor on day 3 of this very successful event. If you are an enthusiastic golfer, please let us know if you would like to join us at these golf days.



Silo lunch

PCH Wealth managers, Nicola Langridge, CFP®, Gareth Lange and Bryan Leach, CFP®, recently hosted an intimate lunch at the beautiful Silo Hotel in the Waterfront. We so enjoy connecting with our clients and potential clients in this way as it provides a great opportunity to share our ideas as to how we nurture wealth.



An Enduring Partnership

CSV Construction celebrates 30 years in business this year. We are very proud to have been their accountants and auditors since the beginning when the business was just one bakkie and two men strong. Today the company employs almost 500 people and works on projects across South Africa and Namibia. "We've enjoyed a remarkable partnership with CSV Construction over

the last 30 years and witnessed how they've grown from humble beginnings to being one of the premier civil and building construction companies in South Africa," says Guy Lanfear, a director at Private Client Financial.

Meet our Tax Team



Sue Blake, Elzanne Hill, Gerrit Horn, Michael Newdigate, Chris Obose, Aakifah Pregnotato, Kaylyn Sheldon, Ethan Sisam, Michele Williams.

Private Client Financial's origins were as a tax consultancy when it started in 1990 and tax planning remains a core competency. The tax team's goal is to legitimately minimise tax payments and maximise after-tax returns by structuring customised solutions to meet your financial needs. This includes:

- Registering for tax, tax clearance certificates and provisional tax
- Income tax return submissions for individuals, companies, trusts, non-profit organisations and body corporates

- Resolving queries regarding Capital Gains Tax, Provisional Tax, Employees' Tax (PAYE), VAT and Estate Duty Tax
- Offshore tax advisory service

Our tax team will help you with tax saving strategies when it comes to your income or corporate taxes. They navigate the complexities of compliance and create a solution that meets your needs, adds value and eliminates risk. "Good advice at the right time can save you money."

Please contact our Tax team at tax@privateclient.co.za or call +27 21 671 1220.

WHO TO TALK TO

Our Private Client Holdings experts are available to field your questions. Don't hesitate to contact us for wealth management advice.

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TAXGUIDE

2024/2025

Our annual PCF Tax Guide for 2024/5 is available for easy reading on our website - www.privateclientfinancial.co.za. This handy and comprehensive guide provides all you need to know from A-Z.