

# Consciously Independent.

Your partner of choice  
for trusts, funds and pensions.

## Fairway Group Overview

July 2021

# About Fairway

Fairway was started in 2000 with one goal – to make a difference to our clients, to our colleagues and to our community. 20 years later and as an independent, owner-managed company, we have built a global reputation for excellence across trusts, funds and pensions combined with investment in technology, wellbeing and local projects in Jersey.

We are the leading providers of Jersey pension schemes and stand at the forefront of Jersey's innovative approach to international savings products. Our Trusts and Funds teams have a wealth of knowledge in handling complex structures to protect what is most important to our clients.

We are a member of Primeglobal, a global network of accounting and business advisory firms, giving us access to global expertise.

Consciously Independent describes how we stand out in a crowded industry and find new solutions for clients that others simply cannot. It sets out how we want our colleagues to approach their role and why we do what we do.





# Our business areas

## Pensions & Savings

We are the leading provider of pension trustee and ancillary services in Jersey. Working closely with local regulators and government since 2003, our technical excellence has led the jurisdiction's development of legislation, permitting us to be at the forefront of product development.

## Leading Technical Competencies

## Trust & Corporate

We are a boutique provider of trust, foundation, corporate administration, family office and Managed Trust Company (MTC) services with a personal touch. We specialise in providing solutions to high net worth individuals and corporate clients with offshore structuring requirements. We have a highly qualified team with a diversity of experience in terms of both asset class and jurisdictions.

## Proactive & Nimble

## Funds & Corporate

We provide fund administration services, as well as MoME and Trustee services. We have extensive fund administration and accounting experience across a wide range of asset classes and we offer a wide variety of funds including private funds, expert and open ended structures.

**Tailored Service.  
Bespoke Delivery**

# Case Study

## Hotel group property development

We provide services to a portfolio of three modern 'three star' budget branded hotels in prime UK commuter locations with restaurant facilities. The value is circa £25 million.

The transactions included:

- The purchase of land from the developers with the benefit of agreements for leases;
- Engagement with the developers for fixed price design and build contracts and management of construction payments
- Appointment and engagement with Quantity Surveyor to monitor developer's performance and compliance
- Engagement with lenders for development funding and thereafter commercial property loans
- Appointment of commercial managing agents
- Ongoing asset events including licenses to alter and rent reviews.



# Case Study

## Real estate asset holding structure

We acted as administrator of an asset holding structure, the principal purpose of which was to develop UK realty for a Middle Eastern Royal family. The entities were involved in the development and operation of international 'five star' brand hotels with a portfolio value of circa £700 million.

The structure also undertook prime London commercial real estate developments. The structures included hotels subject to operator management agreements as fully managed operations as well as major refurbishment projects along with development projects, single and multi-let buildings, principally in the Kensington and Chelsea area.

# Case Study

## Alternative Investment Fund Manager

We currently act as Alternative Investment Fund Manager and Managing Trustee to an open-ended unit trust, investing in quality UK real estate assets outside of London. The assets span across the Industrial, Retail, Logistics and Office sectors and includes a recent purchase of a Travelodge hotel.

The structure currently has assets under management of £125 million which is expected to grow significantly in the near future.

Fairway is responsible for the oversight of all service providers to the structure, corporate governance including board meetings and transaction management.

We also monitor risk throughout the structure and undertake all regulatory reporting to the Financial Conduct Authority and Jersey Financial Services Commission.



# Case Study

## UK commercial property

We are appointed as administrator to a number of Jersey fund and corporate entities within a structure which holds commercial property throughout the UK.

The adviser to the structure and ultimate beneficial owner of the private corporate entities is a significant asset manager in the Middle East based in Saudi Arabia.

Fairway is responsible for the day to day administration and accounting for the structures, currently holding three properties with assets under management of approximately £60 million.

Our services include:

- company secretary
- directors
- compliance review
- operation of bank account and all transaction management including liaison and oversight of appointed property managers

# Why Jersey?

- Jersey is one of the world's leading International Finance Centres. Reliability, political and economic stability, and a globally recognised regulatory framework have kept Jersey at the forefront of global finance for 60 years.
- Jersey's regulatory system is globally respected and acknowledged by independent assessments from some of the world's leading bodies including the Organisation for Economic Co-operation and Development (OECD), Worldbank and the International Monetary Fund (IMF).
- Jersey is a global leader in transparency and combating financial crime.
- As an early adopter of the Common Reporting Standard and operating a central register of beneficial ownership that meets international standards, to share information with global tax authorities, Jersey is ahead of the curve with others looking to the Jersey model.
- Jersey offers a tax neutral environment which enables investors and businesses to work efficiently and transparently, while making sure that tax liabilities are paid wherever they are due.



# Senior Management

## Graeme Fairlie

### Business Development Executive

Graeme Fairlie joined Fairway Group in 2015 as a business development consultant, having worked in the offshore financial sector in Jersey since 2000.

He has held director roles locally since 2012 across a number of services in the offshore finance industry.

In his business development role, he is responsible for promoting the bespoke services of the group, developing relationships with international clients and intermediaries and identifying business opportunities in new jurisdictions, in particular the Middle East.

Graeme was born in the Gulf and has lived in Lebanon, Bahrain, Dubai, India and Turkey. He speaks conversational Lebanese.

Graeme has attained the CeFA qualification via the Institute of Financial Services at the Jersey Business School.



## Connect for a coffee

If you would like to discuss our services further,  
please get in touch:

**Graeme Fairlie**

**Business Development Executive**

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We can meet over Zoom or Teams,  
or in person if you can.

**Fairway Group Limited** is a registered business name of Fairway Trust Limited, Fairway Fund Services Limited and Fairway Pension Trustees Limited. Regulated by the Jersey Financial Services Commission.

[fairwaygroup.com](https://fairwaygroup.com)

