

Top 7 Best UK Robo Advisers | 2017 Ranking | Top UK Robo Advisers & UK Robo Investing Reviews

2017 RANKING & REVIEWS TOP RANKING BEST UK ROBO ADVISERS

Intro: Finding the Best UK Robo Adviser (Best Automated Investment British Robo Advisory Firms in the UK)

With the influx of UK robo advisers hitting the scene to capitalize on a direct investment and [portfolio management service](#), it can be difficult to know which robo adviser in the UK fits your needs the best.

No one wants to invest their retirement or rainy day savings with an automated investment firm that cannot yield returns on their investment.

Most of the British robo advisory companies are just now bursting onto the scene or have only a few years' worth of experience under their belts, so how do you know which of them will be the best UK robo adviser moving forward?

The United States has long seen the advantage of online investment companies (See: [Top 6 Best Robo Advisors in America](#)), and the UK is finally catching on to the concept.

Some robo advisers in the UK are promising fees that are drastically lower than those charged by [traditional UK financial advisers](#) and portfolio management services.

Other British robo advisers in the UK are simply touting the fact that online investing is a hands-off way for do-it-yourself investors to get the highest returns on their investments with the least amount of research and effort.



Award Emblem: Top 7 Best UK Robo Advisers

In an attempt to help UK consumers better understand the sudden influx of robo advisers in the UK, AdvisoryHQ has conducted a detailed review of the various UK robo investment companies and we are posting the below guide and UK robo investing reviews.

We reviewed the services that each British robo-investment platform promises to offer clients, as well as the pricing and other key factors to help you make an educated decision.

By the end of it, you'll know which one is the best UK robo adviser for your personal investments.

Find out which British robo advisers made our list of the top UK robo advisors below.

See Also: [*Are Robo Advisers Worth It? Want Help Managing Risk? \(Investment News & Strategies\)*](#)

AdvisoryHQ's List of the Top 7 Best UK Robo Advisers

List is sorted alphabetically (click any of the robo adviser names below to go directly to the detailed review section for that British robo adviser for the UK).

- [Moneyfarm](#)
- [Nutmeg](#)
- [Scalable Capital](#)
- [True Potential Investor](#)
- [Wealth Horizon](#)
- [Wealth Wizards](#)
- [Wealthify](#)

Why Select a British Robo Adviser (UK)?

As popularity increases for the top UK robo advisers, it's only natural to wonder what the benefits could be in opting for one of these direct portfolio management services.

Robo investing is a form of algorithmic trading devised from a Nobel Prize-winning formula. With the best UK robo advisers, you have the opportunity to view the allocation of your assets and then make custom tweaks and changes as you see necessary.

However, the British robo advisers in the UK will create the basic framework for your investment strategy.



In just a few minutes, you can create a personal profile with one of the top UK robo advisers. This helps the system to generate your risk tolerance and weigh it alongside your financial goals and saving needs.

A long-term retirement savings account can withstand a greater degree of risk than an investment account designed to cover the down payment of your home within the next three years.

The top UK robo advisers should take your goals and your risk tolerance into account before creating an investment plan.

Once the robo adviser has created the investment strategy for you, you don't have to lift a finger.

The best UK robo advisers will automatically rebalance your portfolio and guide you along. Several of the UK robo advisers will not even allow you to make changes unless they review your entire account.

However, the biggest difference between a traditional wealth management approach and the use of a robo adviser in the UK is the fees associated with the service provided.

A traditional approach with a personal financial planner or wealth manager typically runs around [1.7 % to 2.2 %](#) of your investment.

With a robo adviser UK, you can expect to pay less than [1%](#) in fees, depending on which of the top UK robo advisers you decide to use.

Top 7 Best UK Robo Advisers | Brief Comparison & Ranking

| Top UK Robo Advisers | Highlighted Features |
|-------------------------|---|
| Moneyfarm | First £10,000 managed for free |
| Nutmeg | Transparency in rate of return for each portfolio |
| Scalable Capital | Specialize in globally-diversified portfolios with larger investments |
| True Potential Investor | impulseSave® feature supports continual investments |
| Wealth Horizon | No adviser restrictions on minimum or maximum investments |
| Wealth Wizards | Option to pay hourly fees for financial advice & services |
| Wealthify | Accessible & affordable investing for millennials |

Table: Top 7 Best UK Robo Advisers | Above list is sorted alphabetically

AdvisoryHQ's Selection Methodology

What methodology does AdvisoryHQ use in selecting and finalizing the credit cards, financial products, firms, services, and products that are ranked on its various top-rated lists?

Please click here "[AdvisoryHQ's Ranking Methodologies](#)" for a detailed review of AdvisoryHQ's selection methodologies for ranking top-rated credit cards, financial accounts, firms, products, and services.

Detailed Review – Top Ranking Best and Largest British Robo Advisers

Below, please find a detailed review of each robo adviser on our list of top UK robo advisers. We have highlighted some of the factors that allowed these UK robo investing firms to score so high in our selection ranking.

Moneyfarm Review

Founded in March 2011, [Moneyfarm](#) is committed to making it possible for every investor to have [low-stress, low-cost wealth management](#).

For those living in the UK or Italy, Moneyfarm is one of the top UK robo advisers to consider partnering with.

They offer affordable investments, diverse portfolios, and best of all, automated UK robo investing, so you don't have to worry about how your money is being cared for.

Key Factors That Enabled This Company to Rank as One of the Best UK Robo Advisers

How does Moneyfarm stack up when it comes to the promises they make as one of the top UK robo advisers? We'll uncover what the UK robo investing reviews have to say in the next sections.

Moneyfarm Review: Strategy

Like many of the top UK robo advisors, Moneyfarm employs a dynamic, comprehensive [investing strategy](#). This includes three main components:

- **Diversification**: A range of asset classes, geographies, and currencies are selected to maximize growth
- **Management Costs**: A strong focus is put to minimizing costs to improve investor returns
- **Looking Ahead**: Current and future market fluctuations are closely monitored to enhance portfolio performance

All investments are monitored 24/7 by the [Investment Committee](#), ensuring that portfolios stay on track and providing stress-free wealth management for investors.

Moneyfarm Reviews: Pricing

Our Moneyfarm review found that this UK robo advisor employs straightforward, affordable pricing structure within all of its investment offerings.

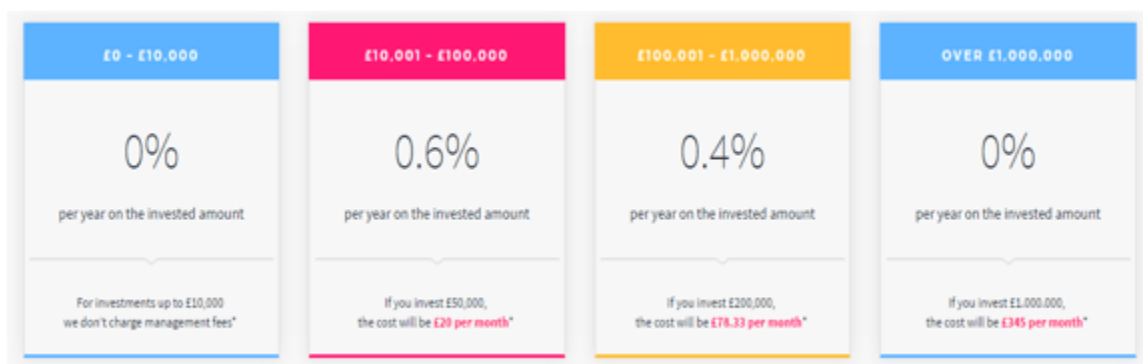
No matter what amount you choose to invest, there will always be an underlying fund cost. This typically averages out to [0.25%](#).

When it comes to management fees, however, Moneyfarm strives to keep portfolios accessible and affordable. Here is a brief look at their [management fee pricing structure](#):

- £0- £10,000 has a management fee of 0% per year
- £10,000.01- £100,000 has a management fee of 0.6% per year
- £100,000.01- £1,000,000 has a management fee of 0.4% per year
- Over £1,000,000 has a management fee of 0% per year

By managing the first £10,000 investment for free, Moneyfarm has a firm spot as one of the most affordable and accessible UK robo advisers.

Not only do investors save on management fees, but they can still take advantage of Moneyfarm's expert portfolio management and [personal guidance](#) through phone appointments, email, or social media.



Moneyfarm Review: The Process

Although robo investing is primarily hands-off, that doesn't mean that the process can't be personalized.

As one of the top UK robo advisors, Moneyfarm makes sure that each investor gets a customized portfolio to match their financial needs, goals, and preferences.

This shines through in their account opening process, which consists of a [proprietary questionnaire](#).

This set of [15 questions](#) will determine your financial history, investment goals, and most importantly, your acceptance of varying levels of risk.

With a personalized sign-up process, investors can rest assured that their recommended portfolio--and its management--is aligned with their unique needs and preferences.

Nutmeg Review

One of the very first UK robo advisors to hit the direct-to-consumer discretionary service scene, [Nutmeg](#) has been leading the way in online investments in the United Kingdom since [2011](#).

For the past few years, their position as one of the best British robo advisors has gone largely unchallenged, and they are fighting to maintain the top spot as the largest robo adviser in the UK.

Created out of the disappointment with the traditional wealth management industry, Nutmeg aims to deliver [three qualities](#) it felt the investment world was lacking: transparency, peace of mind, and easy accessibility.

Key Factors That Enabled This Company to Rank as One of the Best UK Robo Advisors

Interested in how Nutmeg uses those three qualities to become a top UK robo adviser? Find out more about the services they provide in the sections below.

Nutmeg Review: Strategy

Like most dominant UK robo advisers in the wealth management industry, Nutmeg focuses on long-term investments that spread your assets across numerous industries, instead of cherry-picking one or two companies that may or may not perform to your standards.

Aiming to be very transparent with their clients, Nutmeg purchases [most types of investments](#) from a collection of government or corporate bonds to equities, cash, commodities, and real estate.

In order to do this in a cost-effective manner that helps to keep their prices low, this is often [done through ETFs](#) due to their accuracy and low cost to trade. For an example of what their portfolio may look like, see their sample below:



Your portfolio is assembled based off of your personal risk tolerance, represented by a number on a scale from one to ten.

One offers portfolios with the least amount of risk, while a rating of ten signifies a very aggressive portfolio with the most risk.

Nutmeg Review: Returns

Nutmeg is so confident in its ability to yield returns and in its status as one of the top UK robo advisers that it posts the rates of return for each of the risk tolerance categories that it sets up portfolios for.

The rates posted in the table below are from [September 2012 to December 2016](#):

| Risk Category | Percentage Returns |
|---------------|--------------------|
| 1 | 6.3 |
| 2 | 13.7 |
| 3 | 17.8 |
| 4 | 23.2 |
| 5 | 27.4 |
| 6 | 31.3 |
| 7 | 39.4 |
| 8 | 43.4 |
| 9 | 49.9 |
| 10 | 53.9 |

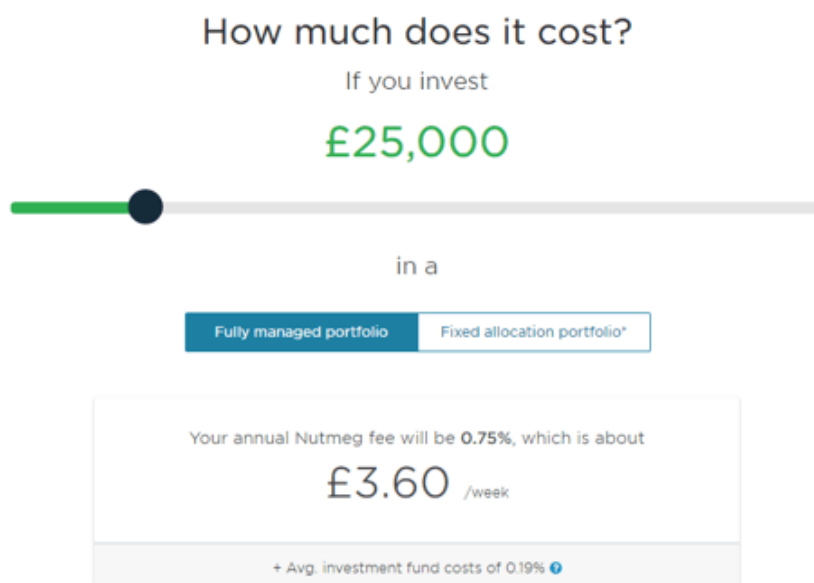
Pricing fees are very low in comparison to the rates charged by traditional wealth advisers.

Nutmeg Review: Pricing

The rates for Nutmeg's UK robo advisers range from [0.25% to 0.75%](#). The fees will vary depending on the amount you intend to invest with the UK robo advisers.

In addition, there is also a portfolio cost that averages around [0.19%](#).

If you plan to get started with Nutmeg's UK robo adviser, be prepared to invest a minimum of [£500](#) in the very beginning.



Don't Miss: [**Betterment IRA Review | Read Before Rolling Over Your 401\(k\), ROTH or SEP IRA**](#)

Scalable Capital Review

For those who have significantly more funds to invest, [Scalable Capital](#) is a rising UK robo adviser that caters to individuals looking to make sizeable contributions to a wealth management account.

Their mission statement includes creating an environment for a wide group of investors to access investment services that were previously only available for the extremely wealthy.

Key Factors That Enabled This Company to Rank as One of the Best UK Robo Advisers

How does Scalable Capital stack up when it comes to the promises they make as one of the top UK robo advisers? We'll uncover what the UK robo investing reviews have to say in the next sections.

Scalable Capital Review: Services

Like most of the robo advisers in the UK, Scalable Capital creates a selection of portfolios based on your risk tolerance. They specialize in [globally-diversified portfolios that create wealth over the long term](#).

In order to keep their costs low, this is most frequently done through ETFs just as Nutmeg does. Their technology allows them to continuously monitor your portfolio's performance and make changes to the asset allocation as necessary.

Be aware that Scalable Capital is not a UK robo adviser that offers financial advice. They take the money you choose to invest with their company and manage it in the investments that they see fit based on your profile.

Should you have questions about your portfolio or how it works, their customer service team is happy to assist you, but their UK robo adviser service cannot give additional financial advice.

You will [not have the opportunity to make changes](#) to your portfolio as time passes. Scalable Capital subscribes to the theory that emotion is a main factor in underperformance of investment accounts.

As such, they believe that their computer algorithms can much better predict long-term success. If your personal financial situation changes, you may alter your personal information to consider revising your investment strategy.

Scalable Capital Review: Pricing

Unlike many of the other robo advisers in the UK, Scalable Capital does not have a sliding scale for fees based on your account balance.

Instead, they charge an even [0.75%](#) across the board for your assets under management. It is taken on a monthly basis from your account.

In order to maintain transparency, Scalable Capital also points out that their UK robo advisers also charge an expense ratio for the ETFs purchased for the portfolios. This typically runs around [0.25%](#).

Overall, your total fees come to approximately [1%](#) when all is said and done.

They claim to provide an investment service that was previously inaccessible to all but the wealthiest individuals, but you should still plan on needing at least [£10,000](#) to start an investment account with them.

Keep in mind that if your account balance hovers around the £10,000 minimum and you wish to withdraw funds, you will be required to withdraw the full amount.

Related: [***FutureAdvisor Review – Ranking and Reviews \(Robo-Investing\)***](#)

True Potential Investor Review

The unique functioning of [True Potential Investor](#) definitely sets itself apart from the more mainstream robo advisers in the UK.

Their expert investment committee have been sourced from a wide range of backgrounds, including investment management, advisory practice and client advocates.

This diversification of experience helps them make robust decisions that put their clients first.

In addition, they have access to the expertise of over 5,000 investment professionals from around the world, managing a total of [£1.6 billion in True Potential Portfolios](#).

Key Factors That Enabled This Company to Rank as One of the Best UK Robo Advisers

See below for more detailed information on what makes True Potential Investor one of the best robo advisers in the UK.

True Potential Investor Review: Services

True Potential Investor offers private clients a spectrum of services to meet their financial needs. True Potential Investor, was named the [best D2C platform](#) by Professional Adviser in 2015, and Best For Innovation for the past two years in the Lang Cat Awards.

You can set your personal goals, whether its investments, rainy day savings fund, or saving toward a large purchase as well as selecting how much risk you're willing to take.

Along with your personal financial goal settings, one of the features that makes this a top UK robo adviser is the ability to calculate how much you need to invest to reach your long-term goals.

When creating an investment strategy, you can create a stocks and shares ISA, a pension, or a General Investment Account while selecting from a variety of fund managers.

Their [current fund partners](#) include big name companies such as Allianz Global Investors, Goldman Sachs Asset Management, Schroders, and SEI.

True Potential Investor Review: Saving Tools

At the core of their investment strategy is their [impulseSave®](#) feature that is designed to make it easier than ever for their clients to increase the amount they save.

With just a few taps on your smartphone, you can add money to your portfolio in increments as small as £1.

If you were planning on stopping for a pricey coffee but decide to make it at home instead, add the money you would have spent directly to your investment account. It's a great tool from this robo adviser in the UK to help you reach your investment goals faster.



True Potential Investor Review: Pricing

On the whole, you can open an investment account with this UK robo adviser for very little. Just [£50](#) will give you access to all of their services and tools.

Apart from the minimum investment required by the UK robo adviser, you can also expect a [two-part fee](#):

| Fee Type | Fee Amount | Purpose |
|-----------|------------|---|
| Platform | 0.40% | Administration, access, safekeeping of investments, custodian services |
| Portfolio | 0.76% | Investment in a managed or individual portfolio, access to world-class fund |

| | | |
|--|--|---|
| | | managers, oversight of Investment Committee |
|--|--|---|

Bear in mind that they will also charge a [£50 administration fee](#) for removing all of your investments from their platform.

Other than this, this UK robo adviser includes a free account set up, free holding, dealing, and transfers, and free withdrawals.

Wealth Horizon Review

Focusing on becoming one of the top UK robo advisers, it is interesting to see the unique take that [Wealth Horizon](#) has on the humble beginnings of their company.

They saw a need that wasn't being adequately filled among other UK robo advisers and decided to fill the gaps.

Financial advisors in the traditional sense were too pricey for most individuals, and many of the other UK robo advisers did not offer personalization of services.

Thus, Wealth Horizon launched a platform that allows you to have affordable financial advice for a personalized solution to your investment needs.

Key Factors That Enabled This Company to Rank as One of the Best UK Robo Advisers

If you're interested in learning more about what makes Wealth Horizon possibly the best UK robo adviser, check out our compelling reasons for ranking them on our list of the top UK robo advisors.

Wealth Horizon Review: Services

Many UK robo adviser reviews point out that other services do not adequately offer a way to ask questions or receive a personalized portfolio. Instead, you must select from a predetermined plan without truly understanding the benefits of that particular allocation of your assets.

Wealth Horizon is rising to be potentially the best British robo adviser because of the easy accessibility of their real financial advisors.

Their services are online, offering a convenient solution for busy individuals and the perfect way to invest for individuals who do not have complicated investment needs and strategies.

They promise a solution in less than thirty minutes after a series of questions designed to help identify your goals and how much risk your portfolio should include.

They can create a diverse portfolio from a range of funds, including names such as [Legal & General, Vanguard, Threadneedle, and Ignis](#).

This robo adviser in the UK can make suggestions for the best fit for you, but you can always alter your risk level anytime your financial situation, goals, or attitude towards risk changes.

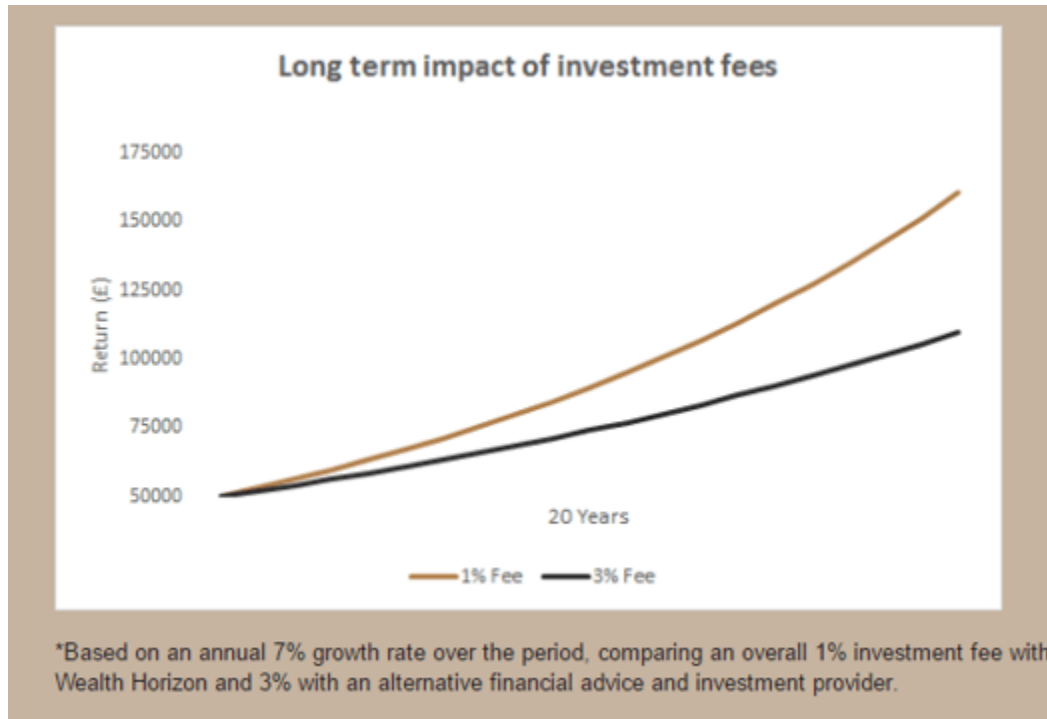
At any point during the process (both before you agree to a portfolio and after), you can call into their customer service line and speak to a real person.

This is a great solution for someone who loves the flexibility of online investments and a top UK robo adviser but enjoys having a real person explain the investment strategy and follow up with them.

Wealth Horizon Review: Pricing

As one of the top robo advisers in the UK, Wealth Horizon charges just [0.25%](#) on the initial investment, [0.75%](#) for ongoing investments, and a [0.18%](#) underlying fund charge. Altogether, you are looking at a rate of around [0.93% ongoing](#).

At the high end of the spectrum for traditional services, they estimate you could be spending between [2%-3%](#) instead. This graph indicates the additional wealth you could accrue with Wealth Horizon's lower fees.



Popular Article: [**Robo Advisors \(UK\) - Everything You Should Know! \(Investment Help & Advice\)**](#)

Wealth Wizards Review

[Wealth Wizards](#) is a robo adviser in the UK that specializes in pension advice, working primarily with employers and pension consultants in order to offer plans and advice to employees.

As a token for their hard work in their area of speciality, they were a UK robo adviser who received the [Technology Innovation of the Year in the 2015 UK Pension Awards](#).

They also won the [Leading Innovation in Investor Engagement on Platforms](#) in the UK Platform Awards for 2016.

Key Factors That Enabled This Company to Rank as One of the Best UK Robo Advisors

If you want to hear more about what UK robo advisor reviews have to say regarding the Wealth Wizards strategy and pricing, take a look at the detailed section that follows.

Wealth Wizards Review: Services

The services provided through this UK robo adviser are fairly straightforward. You first detail your personality, your preferences, and your experiences, and Wealth Wizards then works to create a custom investment strategy tailored to your needs.

The strategy is reviewed annually or whenever you prompt them to take another look, perhaps if you experience a change in your income or alter your goals.

Their strategies, like many of the best UK robo advisors, are centred on algorithmic trading that helps to balance risk and reward.

Your personal circumstances are scored and grouped into categories that are determined by algorithms and then assigned a specific asset allocation that best matches your investment needs.

The diversification of your portfolio is what they have discovered has the most significance in the balance, so they focus on weighing risk versus reward across a number of investments.

Unlike many of the robo advisers in the UK, Wealth Wizards specializes in working with companies to cover employees.

They can review your pension requirements or offer updated advice and strategies as well as cover each employee with personal advice independently through their web apps.

Wealth Wizards Review: Pricing

For employers seeking to use Wealth Wizards to manage their company's pension, it will run approximately [£100 per employee](#) each year.

This number includes an annual review and the cost of switching funds, should Wealth Wizards make that suggestion to the employee and it is well received.

Of course, there are a variety of complex needs that can come up with this type of situation, so they also created a list of extra charges you may incur.

Annual fees start at [£65 per annum](#) for accounts below £30,000. For accounts over £100,000, annual fees switch to 0.25%. Pension tidy-ups and top-ups incur even further fees [at £499 and £200](#).

Alternatively, you may also pay an [hourly fee](#) if a set fee cannot be agreed upon. This is an unusual aspect to note in UK robo advisor reviews. The rates for those are listed in the chart below:

| Position | Fee per Hour |
|----------------------------------|---------------------|
| Director | £250 |
| Chartered Financial Planner | £200 |
| Paraplanner and Research Analyst | £100 |
| Administrator | £50 |

Read More: [Schwab Robo Advisor Reviews: Pros & Cons of Schwab Intelligent Portfolios](#)

Wealthify Review

With a sleek website that holds plenty of appeal for young investors, [Wealthify](#) promises a simple investment plan with no “[complicated jargon](#)” or “[daunting fees](#).”

UK robo investing reviews consider Wealthify’s typical clients to [include millennial savers and new investors](#) who bring smaller balances to the table.

Key Factors That Enabled This Company to Rank as One of the Best UK Robo Advisors

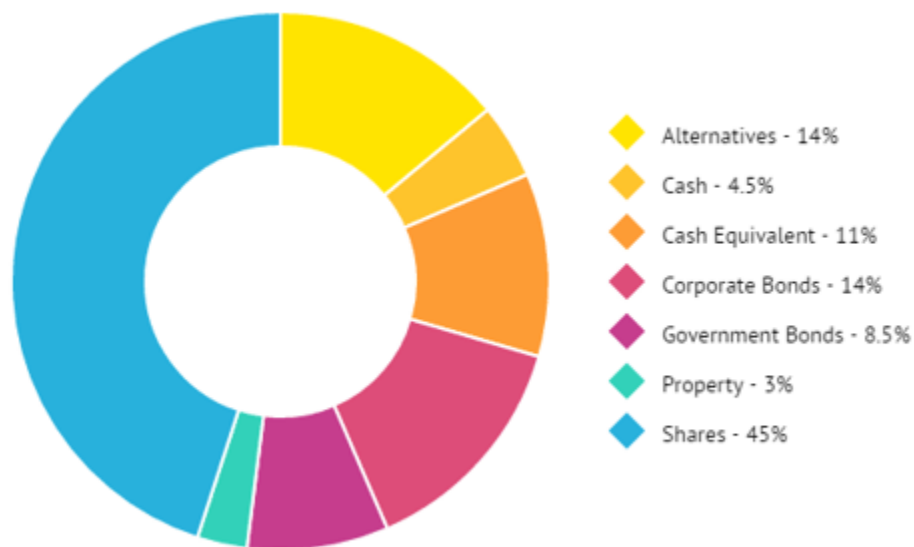
See below for the details on what allows AdvisoryHQ to rank Wealthify as a leading robo adviser in the UK.

Wealthify Review: Services

Like one of the best UK robo advisor options, you can choose how much you are willing to risk. Select from their five categories of risk to determine what suits your personality best: cautious, tentative, confident, ambitious, or adventurous.

Depending on how much risk you would like your portfolio to have, they will come up with a custom investment plan just for you. They allow the algorithms in their system to create a complete investment plan for you.

The funds that they use include a variety of diverse investments from cash, corporate and government bonds, property, and shares.



The exact [mixture of assets](#) that is included in the funds selected to help you reach your financial goals depends on the length of your investments and the risk tolerance that you initially select.

You do not get to select the stocks or change the allocation of your assets unless you intend to alter your risk tolerance or your personal goals.

Wealthify monitors your account and plan on a daily basis. If there is turbulence in one sector of the market, they may take your investments and redistribute them to include less risky assets, protecting your initial investment.

Wealthify Review: Pricing

UK robo advisor reviews of Wealthify love to point out the low minimum balance necessary to get started. With just [£250 upfront and small monthly deposits of £20](#), you can begin on the path to financial planning and portfolio management.

Like all of the top UK robo advisors, they believe in transparent fees so you know what you are going to be spending upfront.

They charge a single annual fee based on a sliding scale relating to your account balance. Investors can expect to pay anywhere between [0.5%-0.7%](#) each year.

That price includes monitoring and adjustments to your accounts, live chat and email support, a customized Personal Investment Plan, and the cost of buying and selling investments for your plan.

Wealthify is also a UK robo adviser that doesn't believe in keeping your money tied up. You can withdraw your funds whenever you need to or want to [without any additional charges](#).

Keep in mind that portfolios are generally designed for long-term wealth building, and you could be missing out on significant growth in your portfolio by withdrawing funds now.

[Related: Top Robo-Advisors \(Reviews\) | A Changing Trend in the Robo-Investment Field](#)

Conclusion: Finding the Best UK Robo Advisor for You

We all need to consider our personal financial situation before making a commitment to a particular UK robo adviser.

While some may be more interested in long-term wealth building for retirement with a sizeable chunk of money set aside to invest, others may need a top UK robo advisor that can help them to just get started.

Any of these top UK robo advisors may be a great fit for you.

How do you decide which robo adviser in the UK is the best fit for you, even after reading the detailed UK robo advisor reviews? You might want to consider asking yourself a few of these questions:

- How much money do I want to invest with a robo advisor UK upfront? How about on a monthly basis?
- Do I know how much risk I am willing to tolerate with a UK robo adviser?
- How much can I afford to spend in fees with a top UK robo advisor?
- What exactly are my financial goals that I need a robo advisor in the UK to assist me with?
- Do I need or want personal assistance from a financial advisor or solely the help of a UK robo adviser platform?

When you can accurately answer all of these questions, the answer to which company is the best UK robo advisor for you may become significantly clearer.

Take a close look at UK robo investing reviews to ensure that you are selecting a company that matches your investment needs perfectly.

Image sources:

- <https://www.bigstockphoto.com/image-82252127/stock-photo-analyzing-investment-charts-with-laptop>
- <https://www.moneyfarm.com/uk/pricing/>
- <https://www.nutmeg.com/fully-managed-portfolios#managed-performance>
- <https://www.nutmeg.com/our-fee>
- <https://www.tpinvestor.com/technology/>
- <http://www.wealthhorizon.com/our-fees/>
- <https://www.wealthify.com/why-invest>

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