

Aspirations

We say Actual Investors see people's aspirations. Not assets under management. But why does it matter?

Everyone has a dream. Maybe it's to snorkel the Great Barrier Reef, start an organic winery, or book a ticket for a lunar orbit. Whatever the aspiration, we want to grow our clients' savings sustainably, so the future is a place where we can all reach our goals.

Baillie Gifford. Actual Investors.