

62% OF IFAs PLACE THE MAJORITY OF THEIR INVESTMENT AND PENSION BUSINESS THROUGH PLATFORMS

Adviser research by independent financial research company Defaqto has revealed that the majority of investment and pension business is placed through platforms.

Fraser Donaldson, Insight Analyst for Funds at Defaqto said: “Platforms are becoming the dominant vehicle for investment and pension business for advisers, so it is no surprise to see the high percentage of this business being placed through platforms in the last year.”

Defaqto’s survey of 126 advisers found that the amount of investment and pension business placed through platforms by IFAs is as follows:-

Percentage of investment and pension business placed through a platform	Percentage of IFAs
None	3%
1 – 10%	13.5%
11 – 30%	8%
31 – 50%	13.5%
51 – 75%	24%
76 – 100%	38%

Mr Donaldson added: “We expect the usage of platforms to increase steadily over the next two years as advisers consider how to implement Retail Distribution Review policy by the end of 2012.”

-Ends-

Notes to editors:

Defaqto’s Platform report and Platform Star Ratings criteria are available on request by emailing mediaenquiries@defaqto.com

About Fraser Donaldson, Insight Analyst for Funds

Fraser joined Defaqto in November 1994. Prior to joining Defaqto, he worked at national IFA Towry Law where he was involved in building best advice panels for investment products and was

instrumental in setting up a Towry Law Discretionary Management Service in partnership with Mercury Asset Management (now BlackRock). Fraser is responsible for producing Insight Reports and guides in the investment arena, having written several reports and guides on investment subjects such as platforms, onshore and offshore bonds and he authors a half yearly guide on the multi-manager market. He is also responsible for developing Defaqto's investment proposition.

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About Defaqto: www.defaqto.com

Defaqto is an independent financial research company specialising in rating, comparing and analysing financial products.

Since 1994, Defaqto has built the largest, whole of market, financial product database and become one of the leading providers of financial product data in the UK. We now cover over 30,000 products across banking, life, pensions, investments and general insurance.

Our experts validate and analyse the data to provide insight and consultancy to all layers of the financial services sector including IFAs, mortgage and general insurance brokers, providers, web aggregators and the public sector.

Our products and services include the following:

Defaqto Star Ratings

Our Star Ratings reflect the quality of a financial product and help to identify the range of features and benefits in each one. We review and assess every financial product across various categories and award a Star Rating from 1 to 5. The ratings are aimed at helping consumers and advisers decide which product suits their specific needs. Providers also use the ratings to ensure they offer products to meet differing consumer demands.

Aequos Online

An extensive, independent, financial product analysis and comparison database available in the UK. The database contains feature, rate and fees information on more than 30,000 products from nearly 2,000 providers. Our customers include leading insurance and assurance companies, banks and building societies and investment organisations.

Defaqto Engage

An integrated system for independent financial advisers (IFAs) and insurance brokers. The system makes the reporting, analysis, recommendation and review process easy, delivering the perfect product to meet client needs.

Defaqto Compare

An interactive, comparison tool enabling consumers to easily compare product features against each other on a host of key features, using a simple 'traffic light' system.

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