

## **Brand strength and administration are key for IFAs selecting SIPP providers**

According to a survey of 140 advisers in relation to Self Invested Personal Pensions (SIPPs), conducted recently by independent financial research company Defaqto, provider brand strength comes top of the list of considerations.

David Abbis, Insight Analyst for Wealth Management at Defaqto said: "Independent Financial Advisers (IFAs) nominate brand strength as the most important reason for recommending SIPP providers and this underlines not only the fight back that insurers have made in the SIPP market but also the challenge facing the smaller providers to get noticed."

The other key reasons that advisers give for selecting their preferred SIPP providers are as follows:

Brand is well known / established	61%
Good existing business administration	56%
Staff are competent and helpful	52%
Offers good value for money	50%
Good investment offering	45%
Good new business administration	43%

Advisers seeking a more detailed overview of the research findings or support with SIPP selection can contact Defaqto on 0808 100 0804

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### **Notes to Editors:**

#### **About David Abbis**

Following a career in retail banking, David joined Defaqto in 1997. His main responsibilities involve ensuring that pension products and investment bonds are reflected properly within the database to ensure that advisers are able to select the correct products for their clients and carrying out analysis on those products to produce the Defaqto 5 Star ratings for SIPPs and on and offshore investment bonds. In addition carrying out bespoke consultancy work on investment and pension orientated products he writes adviser guides and market reports relevant to pensions and bonds. David oversees the preparation of best advice product panels and manages the relationships with panel clients. Until recently he sat on the ABI Investment Classification Committee and is now a member of the ILAG Distribution Practitioner Group. David qualified as an associate member of the Chartered Institute of Bankers in 1972.

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**About Defaqto:** [www.defaqto.com](http://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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