

## **Defaqto publishes a free guide to alternative investments**

Independent financial research company Defaqto has published a free guide to alternative investments, which has been designed to introduce advisers to some of the asset classes and investment techniques that retail fund managers are now embedding in their investment processes as a matter of course.

Fraser Donaldson, author of the guide and Insight Analyst for Funds, said: "The degree to which alternative investments are growing in popularity is signposted by the launch of more than 30 property funds and 50 absolute return funds over the past three years or so. These investments are fast becoming 'mainstream' and advisers will be missing a trick if they do not consider seriously the complete range of funds now available."

The guide provides an introduction to the following asset classes and investment vehicles:

- Property
- Private equity
- VCTs
- Commodities
- Structured products
- Investment trusts
- Hedge fund techniques

The alternative investments guide can be downloaded free from [www.defaqto.com/adviser](http://www.defaqto.com/adviser).

-Ends-

### **Notes to Editors:**

#### **About Fraser Donaldson, the author of the Alternative Investments guide**

Fraser Donaldson is Insight Analyst for Funds at Defaqto. 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.

[www.defaqto.com/media-centre/fraser-donaldson](http://www.defaqto.com/media-centre/fraser-donaldson)

#### **For further information contact:**

Fraser Donaldson

01844 295 432

[mediaenquiries@defaqto.com](mailto:mediaenquiries@defaqto.com)

2 August 2010

**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.

Defaqto Group owns and operates Defaqto Limited and Defaqto Media Limited. Defaqto Group is backed by FF&P Private Equity Limited, the private equity division of Fleming Family & Partners, and Acuity Capital Management Ltd.