

“GET THE ADVISER ADVANTAGE”

Extract from “Get the Adviser Advantage” written by Nick Bamford and Martin Bamford, directors of Informed Choice.

This book covers everything you need to know about succeeding in retail financial services in the future, including getting your proposition right, segmenting your clients, bringing your services to market, how to price your fees, the technology you will need to support your business and much more.

“The solution we found was Dynamic Planner® from Distribution Technology. Whilst designed as a Financial Planning tool, this software contained the two elements we needed in the form of a risk profiling system and asset allocation tool. Crucially, the two were fully integrated, so there was no more judgement calls required to match up the two different elements.

As an independent bit of kit it also meant we had greater control over the output. The asset allocation models generated by Standard Life, with Tillinghast Towers Perrin, were rigid and often not in line with our opinions on different investment sectors. For example, the exposure to commercial property always felt too high and we would constantly be adjusting this manually when making recommendations.

Adopting Dynamic Planner® for this part of our investment advice process came with an added bonus. The asset allocation part of the tool enables users to input existing holdings, whether these are pension or non-pension investments, and then a data feed from Financial Express produces an analysis of the underlying asset allocation. This system results in one of the most valuable charts we display in every client advice and review reports; an efficient frontier graph with the current and target portfolio position in terms of risk and reward plotted in glorious colour.

Clients love this part of our reports and so do we. It often becomes the main discussion point as it graphically illustrates how much risk a client is taking compared to the degree of risk we feel they should actually be taking. It demonstrates where a portfolio is inefficient – where the client is taking too much risk for the return they are projected to receive”.



You can find out more about the book and order your copy at <http://www.lulu.com/content/paperback-book/get-the-adviser-advantage/7365418>.