

## THE ADVISER PLATFORM GUIDE

The Adviser Platform Guide is a quarterly research publication which provides both qualitative and quantitative insights into the growing platform market and retail distribution.

### CONTENTS - NOVEMBER 2011

<b>1. EXECUTIVE SUMMARY</b>
<b>2. INTRODUCTION</b>
<b>3. THE STATS</b>
3.1 Total market AUA
3.2 Notes on total AUA
3.3 Notes on individual platforms
3.4 IFA Platform Market Players as at Q311 – 24 runners
3.5 IFA Platform Growth Since 2001
3.6 Top 10 Platforms by AUA Q4 2001 – Q3 2011
3.7 Gross Sales Q210 - Q1 2011
<b>4. The IFA Platform Leaderboard</b>
<b>5. PLATFORMS ON A PAGE</b>
5.1 Platforms not included in this quarter's detailed review
<b>6. ADVISER RATINGS – OVERALL SCORES</b>
<b>7. ADVISER RATINGS – BY CATEGORY</b>
<b>8. ADVISER SPEAK - IFAS SPEAK OUT ABOUT PLATFORMS</b>
8.1 IFA Trends
8.2 Who is using platforms... and how many?
8.3 How many IFAs are placing all their business on-platform?
8.4 How many advisers used a platform for the first time in Q3 2011?
8.5 Is there room in the market for a pure product platform from a life company
8.6 So how much is being written on (and off) platform?
8.7 And how many platforms are advisers using?
8.8 Primary vs. secondary platforms
8.9 Platform use by adviser number of RIs
8.10 Platform use by assets under advice
8.11 Platform fundamentals
8.12 The use of tools on-platform
8.13 Likelihood of changing platform over
8.14 How are you paid?
<b>9. ADVISER SPEAK – IFAS SPEAK OUT ABOUT FUNDS</b>
9.1 Fund Manager preferences
9.2 Top-selling funds
9.3 Sectors
9.4 Fund selection and portfolio management today
9.5 Fund selection and portfolio management tomorrow
9.6 Investment strategies by client segment
<b>10. ADVISER SPEAK – IFAS SPEAK ON PRODUCTS AND VEHICLES</b>
10.1 SIPPs
10.2 SIPPs post-RDR – a significant upturn in expectation
10.3 Bonds
<b>11. CONCLUSION</b>

### SOME SUBSCRIBER FEEDBACK

*“As the platform arena becomes ever more important across the distribution landscape the research provided by The Platform is not only timely, useful and insightful, but is also market leading.”*

**Jasper Berens, Head of UK Retail Sales,  
JP Morgan Asset Management**

*“We find the market research useful and when it has been applicable, we have used it to provide context in Board discussions.”*

**Charlie Eppinger, Chairman, Cofunds**

### EXECUTIVE SUMMARY HIGHLIGHTS

- As at Q3 11, total IFA platform assets were £168.02 billion
- On a like-for-like basis from 30 Jun to 30 Sep, adviser platforms shrank by 4.33% and 77% of new adviser business in Q2 11 was still written off-platform
- Despite market turmoil, there are now 12 platforms that have AUA greater than £3bn. In August 2010, there were only 10 platforms with over £1bn
- Nine platforms managed positive AUA growth in Q3 2011 in tough market conditions. Two of these managed to increase their AUA by over 5% whilst the FTSE 100 experienced a fall of over 13%
- Market conditions played their part in significant changes to the platform Leaderboard this quarter
- Nucleus has the highest proportion of advisers regarding it as their primary platform with 69%. Standard Life also features prominently on 61%

The Adviser Platform Guide is published on a quarterly basis in February, May, August and November each year. These reports use data as at 31 December, 31 March, 30 June and 30 September respectively.

A standard annual subscription costs £4,800 +VAT per company for 2012.

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