

# Wealth creation through collaboration

Your opportunity to participate in the No.1 IFA database

**MYTOUCHSTONE™**

**MyTouchstone is the first truly collaborative marketing database ever constructed by the IFA sector. Powered by the collective sales data of 77 major product providers, it gives you an unprecedented insight into your marketplace. Sales data is further enhanced with inputs from thousands of IFAs, creating an information source that will transform how you promote and run your business.**

## View Your Firm's Position in IFA League Tables

Register with MyTouchstone and you'll discover your company's ranking and market share where you have an office, and in the specific areas where you provide advice.

\* Illustration Only

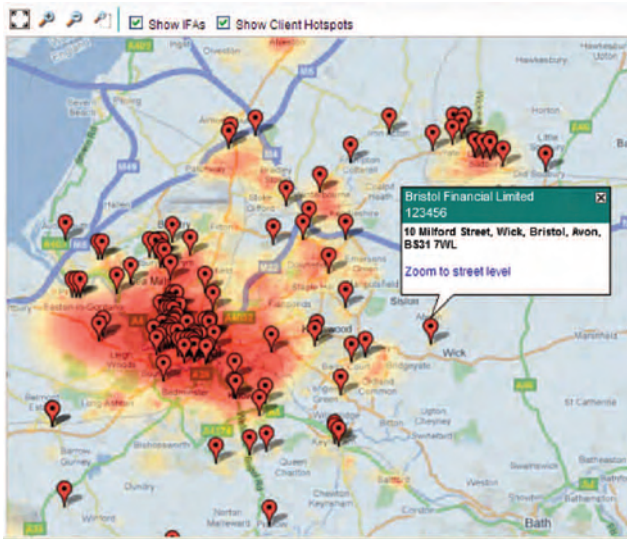
Your Ranking	Pre-retirement savings	Post-retirement savings	At retirement	Personal pension	Corporate pension	Protection	All advice areas
Bristol	1st	12th	24th	-	-	3rd	5th
England	34th	67th	156th	-	-	19th	45th
UK	40th	88th	1,010th	-	-	22nd	60th

Your Market Share	Pre-retirement savings	Post-retirement savings	At retirement	Personal pension	Corporate pension	Protection	All advice areas
Bristol	10.0%	4.11%	2.11%	-	-	12.5%	7.62%
England	2.11%	0.42%	0.89%	-	-	3.7%	1.17%
UK	1.57%	0.25%	0.07%	-	-	3.21%	0.99%

Lower than you expect market share figures will show you where opportunities exist to strengthen your business proposition in your local market. A high ranking could be an ideal inclusion to boost your next marketing campaign.

### Investor Hot Spots

Login to MyTouchstone to find out how many clients are active and interested in your services. 'Heat maps' allow you to uniquely visualise where investors live relative to IFA firms, and are an ideal tool to help you decide where to host your next seminar or promotional event.



Go on to compare your case sizes relative to the IFA average, and identify the most popular products investors choose.

“The opportunity for IFAs is huge. You just need to know where to look.”

### Adviser Charging Guide

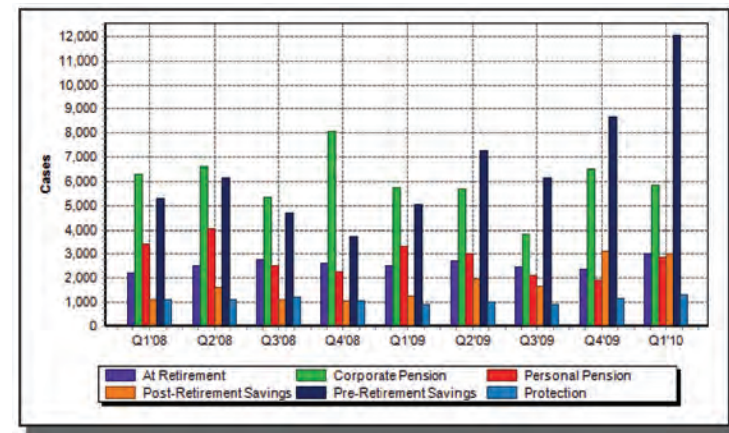
Visit MyTouchstone to find out if your company's fees are set at a competitive level. You can view the average fees IFAs are charging both 'per hour', and as a percentage of funds under management.

\* Illustration Only

Highest Charge Areas		£ Per Hour	% of FUM
1	London EC	£240.0	0.95%
2	Birmingham	£277.0	0.93%
3	Manchester	£221.0	0.90%
17	Bristol	£198.0	0.85%
Lowest Charge Areas		£ Per Hour	% of FUM
122	Blackpool	£124.0	0.45%
123	Plymouth	£125.0	0.43%
124	Reading	£125.0	0.43%
<b>UK Average</b>		<b>£150.0</b>	<b>0.62%</b>

### New Business Trends

MyTouchstone will show you how business is changing from one quarter to the next. You'll know which types of business are most likely to reward your time and effort.



## RDR Survey

The MyTouchstone RDR Survey shows how IFAs and consumers are changing in response to the Retail Distribution Review. You'll see if advice is going 'upmarket' and if the number of IFA firms and advisers in your vicinity is changing. As you and other IFAs become 'RDR Ready', MyTouchstone will keep you informed.

## Support Services to IFAs

Thinking about joining a network, seeking assistance from a broker service provider, or outsourcing your fund management? MyTouchstone shows the scale of 3rd party operations nationally and in your local area, with similar information available on platforms and wraps.

**Independent financial advice is  
changing. Wisdom is knowing  
what to do next...**

**visit [www.MyTouchstone.co.uk](http://www.MyTouchstone.co.uk)**