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► **91pc of financial advisers now use platforms and 60pc use them for majority of new business**

## Fund platforms' use commonplace amongst advisers

By Charlotte Banks

The use of fund platforms to transact new business is set to increase over the next 12 months, with investment focused advisers increasingly turning to platforms to help them service their clients more effectively, according to Skandia.

A survey of 222 financial advisers who focus on pensions and investments for at least 60pc of their business showed that overall, 91pc of advisers said they used platforms. Of these, more than half wrote much of their existing business through a platform.

Moreover, 60pc of them transacted the majority of their new

business through a platform, and over half expected to see an increase in the use of platforms to conduct new business, in the coming year.

The most fundamental benefit was found to be the extensive fund range, which was cited by over 90pc of advisers as an 'important' or 'very important' benefit. This was followed closely by improved client servicing, with 86pc of advisers considering this important.

Peter Jordan, head of platform marketing at Skandia, said: "The research confirms the central role that platforms play in the business processes of investment focused advisers.

"The majority of them foresee

the use of platforms increasing in the next 12 months, which provides an excellent indicator as to the direction advisers are now taking in order to help them improve the advisory services they are providing to their clients."

Nicola Downs, an adviser at Trentham Invest, added: "The use of platforms has revolutionised the way we work. The ability to access an extensive fund range on one platform, rebalance portfolios and create a consistent set of business processing standards radically improves the quality of service we are able to provide to our clients.

"I expect that the industry will see an increase in the use of plat-

forms to write new business as both advisers and clients increasingly realise the numerous benefits to each other."

