

True Potential press release
02 December 2010

True Potential strikes new Aviva deal

True Potential, the innovative IFA services provider, has sealed a partnership deal with Aviva, the largest insurance services provider in the UK.

The move means IFAs who use True Potential's services will now be able to quote and apply online for a wider range of Aviva's products, including pensions and bonds. They can also receive secure email updates on how their applications are progressing using True Potential's interactive pipeline service that facilitates secure web based messaging between the business writer and Aviva.

The Aviva products that will be available to users of True Potential are:

- Term assurance (with optional critical illness cover)
- Mortgage life insurance (with optional critical illness cover)
- Simplified Life insurance (level or decreasing)
- Portfolio bonds (level or stepped)
- Your Pension Select
- Aviva Stakeholder pensions

As well as being able to quote and apply for a wider range of Aviva products, advisers using True Potential's back office system will benefit from the first-class support Aviva offers. Advisers can also research funds and download literature through Aviva for Advisers, its dedicated website for financial advisers.

Commenting on the new relationship, **Mark Henderson, Senior Partner at True Potential, said:** "We are very pleased to extend our business links with Aviva. I am sure our client firms will be happy not only with the enhanced quote coverage but also the ability to contact the Aviva new business administration teams online. As a result the end customer will benefit by getting their new protection policy or investment plan in force much quicker.

"These new additions complement long standing investment valuation links that enable clients to get up to date valuations of their investments and pensions via their own client website powered by True Potential."

Advisers can also take advantage of Aviva's comprehensive underwriting support. The 'What If?' helpline (0800 533 5192) exists to deal with any questions advisers have about their client's protection application before they apply. Aviva also recently launched a new free-to-use 'Adviser Underwriting Centre' which helps advisers find out how certain medical conditions will affect applications for life insurance, critical illness and income protection.

Simon Badley, Director of Intermediary at Aviva UK, said: “True Potential’s popular back office system plays a vital role in many advisers’ businesses, so we’re delighted to be able to offer a fuller range of Aviva’s products with this new partnership.

“Advisers will now have an even greater choice from a range of high quality providers, which is good news for them, and even better news for the customer. Plus, with our new-business tracking service, advisers can stay on top of their business and keep their clients better informed.”

Quotes are available now.

-ENDS-

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Notes to editors

For more information about Aviva and the support it can offer you and your business, go to www.aviva.co.uk/adviser/achieve.

The 600 IFA firms now using True Potential’s services represents more than 3,900 IFA RI users, which is currently 15% of all IFAs in the UK. According to the most recent NMG survey commissioned by the FSA there are 25,721 IFAs in the UK. See http://www.fsa.gov.uk/pubs/policy/nmg_rdr.pdf for more information.

About True Potential

Established in March 2007 True Potential is a high specification IFA services provider that offers innovative end to end processes for distributor businesses.

It provides a range of IFA tools, support services and processes that increase productivity and add value. Benefits include an increase in efficiencies, a cut in administrative costs and help ensuring that firms are providing sufficient detail to the regulator’s desire.

True Potential leads the way with its client servicing tools. These include unique sites, communication methods and an aggregated live view of all assets. As well as being available on the web, True Potential are the only UK FS firm to offer this on mobile devices including iPhone and iPad.

The company currently has over 651 individual advice firms comprising 3,500 advisers and was the first in the UK market to launch an intermediary application for mobile devices.

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