

## **True Potential to launch Investment Platform**

True Potential, the innovative IFA services provider, is set to enter the investment market by launching a platform in 2011.

The company has been working on the proposition throughout 2010 after reviewing the entire sector and having received requests from their client firms who are asking for a fully integrated investment solution. The design will appeal to both advisers and their clients, providing a market-leading proposition using the very latest technology to deliver information to users promptly including those who have downloaded the True Potential iPhone and iPad applications.

Commenting on this latest development from True Potential, Senior Partner Mark Henderson said: “We have studied existing platforms in depth, and we think that there is a genuine opportunity to build a wrap that provides a superlative environment for advisers and their clients. I’d like to stress that this will be a truly differentiated, easy to use platform with innovative ideas and thinking.

We already have the back office capability and we will integrate seamlessly with the new platform making it much easier for advisers and their clients to manage money online.”

Members using True Potential collectively have £29bn of client assets under their influence; a large proportion of which they believe could be transferred to clients’ advantage.

Mr Henderson added: “Independence is important to us and our clients. We are not a product provider or owned by one therefore we can genuinely put the end client and their money at the heart of what we build.’

The new service could launch as early as Q1 next year and further details will be announced in 2011.

-ENDS-

### **Enquiries**

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### **Notes to editors**

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](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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