

True Potential tops new adviser software system rankings

Innovative IFA software provider, True Potential, has topped an independent new survey of adviser software system providers.

The inaugural survey, produced by leading independent financial services technology consultants F&TRC, researched, examined and rated the e-commerce capabilities of a range of IFA software system providers across the industry.

A total of nine software vendors participated in the survey, which featured 49 separate sections including client servicing, mobile communications, intermediary tools and support, functionality and third-party integration amongst many others.

Of the 49 categories scored, True Potential achieved the highest ranking in 21 areas, more than any other provider.

Daniel Harrison, Senior Partner at True Potential, said: "We are thrilled to be named the best overall IFA software services provider in the UK by independent experts. We have worked closely with IFAs for a number of years to build innovative solutions that help IFA's in tomorrow's world as well as today's.

F&TRC's Adviser Software Systems e-Excellence research provides intermediaries with a valuable independent assessment of the leading software providers, which allows IFAs to review and compare which systems would best suit their individual business needs."

The survey, which will be updated quarterly, can be found at www.ftcr.co.uk.

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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 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.

www.tpllp.com