Asset MANAGEMENT
INDEPENDENT FINANCIAL ADVISERS LTD
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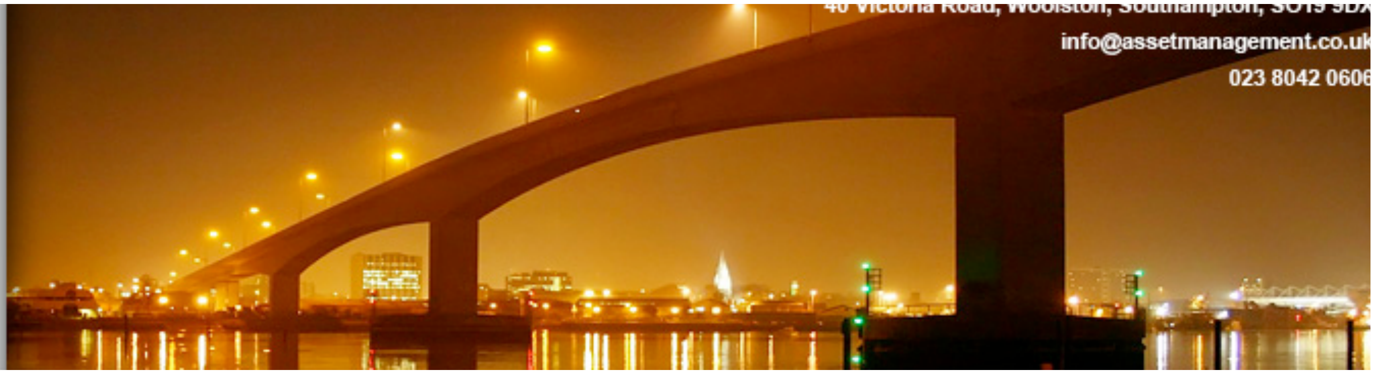

Finance Matters – The Wrap Issue

There is a different flavour for this issue and some exciting news regarding a unique offering from our firm.

Nothing stays still for very long in the world of financial services and like any industry if you do not keep abreast of new developments you run the risk of falling behind your competitors and peers. The last twelve months alone have seen some dramatic changes to inheritance tax planning and the most sweeping changes to pension legislation for a generation. Products and product providers come and go. However, once in a while something comes along which offers a change to accepted wisdom. A new slant on how you do things and the opportunity to offer a vast improvement to the way you service your clients.

We at Asset Management have spent the last twelve months working on just such a gem and I would like to take the opportunity to use this article to tell you a little more about it.

The item in question is called a Wrap. A Wrap I hear you cry! Surely some reference to the festive season or a type of sandwich from M&S! Not in this case. If any of you have friends or relatives in Australia or the United States and you were to have a conversation with them about how they organise their finances, a Wrap would be on the tip of their tongues. Wraps are commonplace in these countries and are used very effectively to help people plan for every aspect of their finances from savings to retirement.

Wrap as a concept has been around in this country for about five years now. Differing taxation structures and the vast array of legislation surrounding most savings and retirement products mean that it has not yet taken off in this country as it has done elsewhere around the world. As our understanding of this exciting new market grows we are witnessing those barriers coming down and we hare at Asset Management feel that Wrap is going to revolutionise the future of financial services in the United Kingdom.

Wrap is all about SERVICE

So what is a Wrap? Put quite simply a Wrap is a new type of financial service designed to be flexible enough to meet the requirements of clients throughout their lives. Traditionally as financial advisers we have looked at the needs of our clients and recommended suitable products to meet those needs. Typically these have been placed with many different providers and over time the average client ends up with many different types of product with several providers. This can be confusing for you as a client and it mean that out job as financial adviser is so much more complicated. To complicate matters further many insurance companies have merged or been bought by other companies. This consolidation within the market has lead to reduced competition and less products being available. Over the last 26 years we have seen so many companies fall by the wayside and the advice and service offered by Asset Management has been the one constant during that period.

Become more aware of your net asset value by being able to see all your pensions and investments valued daily on one screen.

A Wrap breaks down the barriers and offers a consolidated view of assets held in their various tax wrappers. Whether you require the tax efficient status of an Individual Savings Account (ISA) or Pension or the flexibility of a bond, the possibility of investing in a commercial property via your pension fund or the opportunity to invest directly into stocks and shares – A Wrap can make this possible. All of this comes with the benefit of being aggregated for charges, valuations and administration. With the introduction of Wrap clients will be able to get an idea of their net worth at the touch of a button. A Wrap will offer clients control over their assets and access to unparalleled choice on investments. As advisers we will have access to our clients portfolios 24 hours a day and 7 days a week. This will enable us to offer a far superior service and speed of response when advising our clients.

It has to be said that a Wrap is not for everyone, but we are confident that as interest in this subject grows you will hear more and more about it.

The Asset Management wrap is OUR WRAP!

Several life insurance companies are developing a version of Wrap. However, in our 26 years of trading we have seen these companies come and go. Moreover we feel that this perpetuates the problems associated with the perception of financial services such as hidden charges and 'faceless' companies with poor administration. To this end we have decided to invest in and are actively involved in the development of our own brand new Wrap service. We expect to be able to introduce this to our clients in time for the New Year.

This is possibly the most exciting thing to happen in financial services in a very long time and iscapable of completely changing how people control their finances. If you have any questions or would like to know more about Wrap please do not hesitate to contact us.