

## THE ADVISER PLATFORM GUIDE

The Adviser Platform Guide is a quarterly research publication which provides both qualitative and quantitative insights into the growing platform market and retail distribution.

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### SOME SUBSCRIBER FEEDBACK

*“As the platform arena becomes ever more important across the distribution landscape the research provided by The Platform is not only timely, useful and insightful, but is also market leading.”*

**Jasper Berens, Head of UK Retail Sales,  
JP Morgan Asset Management**

*“We find the market research useful and when it has been applicable, we have used it to provide context in Board discussions.”*

**Charlie Eppinger, Chairman, Cofunds**

### EXECUTIVE SUMMARY HIGHLIGHTS

- As at Q3 11, total IFA platform assets were £168.02 billion
- On a like-for-like basis from 30 Jun to 30 Sep, adviser platforms shrank by 4.33% and 77% of new adviser business in Q2 11 was still written off-platform
- Despite market turmoil, there are now 12 platforms that have AUA greater than £3bn. In August 2010, there were only 10 platforms with over £1bn
- Nine platforms managed positive AUA growth in Q3 2011 in tough market conditions. Two of these managed to increase their AUA by over 5% whilst the FTSE 100 experienced a fall of over 13%
- Market conditions played their part in significant changes to the platform Leaderboard this quarter
- Nucleus has the highest proportion of advisers regarding it as their primary platform with 69%. Standard Life also features prominently on 61%

The Adviser Platform Guide is published on a quarterly basis in February, May, August and November each year. These reports use data as at 31 December, 31 March, 30 June and 30 September respectively.

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To reserve your subscription, or for any enquiries please contact

The Platform on: E: [Freddie@theplatform.com](mailto:Freddie@theplatform.com) or T: +44 (0) 20 7970 6640.