

Selestia Investment Solutions – the adviser view

Two advisers give their views on the launch of Selestia Investment Solutions.



increased efficiency and profitability

Ken Taylor, Director, Mackenzie Taylor Wealth Management Limited.

Ever since listening to Brett Williams delivering his 'Death of the Traditional Life Office' presentation in 2003, I have followed the development of the Selestia platform with great interest. Whilst the life offices have progressively accepted the need for open architecture, to date it appears that this has been done in a rather constrained manner, with significant omissions in terms of fund selection being all too common.

What first appealed about Selestia was the range of funds and providers, and the complete lack of requirement to invest in any particular fund. Further, the opportunity to consolidate client holdings onto a platform offering a range of tax wrappers with a single pricing structure and complete transparency of costs seemed absolutely right for any adviser business seeking to increase its efficiency and profitability. The ability to transact business electronically significantly enhances this proposition.

Having now supported the platform with significant business volumes for over three years, my experience has been that it delivers. The enhancements that the new platform offers advisers and their clients serve to raise the bar in terms of service proposition. The traditional life offices have much to fear, and will need to significantly improve their product offerings to compete in the future. I would strongly commend Selestia Investment Solutions to any forward-thinking adviser who aspires to run an efficient, profitable investment advisory business. ■

returning control to clients

Paul Dickson, Partner and Head of Financial Planning and Wealth Management at Armstrong Watson.



In the early years of the century, and in response to falling equity markets, life insurance companies made significant changes to the underlying assets in with-profits to secure their liabilities. For many clients, this meant their investment policy no longer suited their needs and highlighted the lack of control that advisers and clients had over their investments.

Our response to this, for the sake of our clients and our business, was to return control over how money was invested to the client and their adviser. After

speaking to many platform providers, we found that Selestia's client-centred technology offered the necessary solution.

The platform gives us access to up-to-date valuations at the touch of a button, giving our support staff the opportunity to provide meaningful back-up to our advisers who, in turn, are able to spend more time looking after the clients.

We have developed model portfolios for all our clients, which can be easily monitored and managed from the centre. Our clients will never again rely

on their adviser looking at their portfolio just because it is that time of year – they know their wealth is being reviewed daily. Importantly, our advisers spend more time working with clients to achieve their financial objectives rather than being at their desks researching funds.

We will continue to work in this way with Selestia Investment Solutions – allowing us to reduce our business risk significantly. ■

www.skandia.co.uk

Calls may be monitored and recorded for training purposes and to avoid misunderstandings.

Selestia Investments Solutions is the brand name for Selestia Investments Limited and Selestia Life & Pensions Limited until 25 February 2008. After this date it will be the brand name for Selestia MultiFUNDS Limited and Selestia Life & Pensions Limited.

Selestia Investments Limited and Selestia Life & Pensions Limited are registered in England & Wales under numbers 4145825 and 4163431 respectively. Both Companies are authorised and regulated by the Financial Services Authority with FSA Register numbers: 196620 and 207977.

Registered Office: Skandia House, Portland Terrace, Southampton, SO14 7EJ, United Kingdom

VAT number for all above companies is 386 1301 59

Old Mutual International (Guernsey) Limited is regulated by the Guernsey Financial Services Commission and is licensed to write long-term business under the Insurance Business (Bailiwick of Guernsey) Law 2002. Registered number 2424. Registered Office at Fairbairn House, PO Box 121, Rohais, St Peter Port, Guernsey GY1 3HE, Channel Islands.

Skandia MultiFUNDS Limited is registered in England & Wales under number. 1680071 Registered Office at Skandia House, Portland Terrace, Southampton, SO14 7EJ, United Kingdom. Authorised and regulated by the Financial Services Authority FSA Register number 165359