

## Regional news

## Investment Coach switches to Paradigm to boost service



Northamptonshire-based adviser The Investment Coach has ramped up its investment proposition to take a more hands-on approach to client portfolios in response to dire market conditions.

Director Andrew Reeves said the firm had switched support service providers from Threesixty to Paradigm to give the firm access to more flexible technology, consequently allowing it to switch from using bespoke software provided by AKG in favour of Morningstar workstation office software.

He said the Morningstar software allows the firm to set alerts for changes in specific investments in a portfolio, which has strengthened the client review process.

'In terms of doing reviews they are a lot more focused on exactly what the client is holding and benchmarking against other funds to check that everything is going OK,' he said. 'The benefit for the client is it's much easier for the business to keep tabs on what their investments are doing.'

Reeves, who became the first adviser in the UK to obtain the ISO 22222 certificate just under a year ago, is due to have the first review of his qualification and business processes in the next few weeks.

## Green spearheads Primrose campaign to grow client list

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Ian Green is leading the drive for new clients at his new firm Primrose Associates, which is continuing its transition from mortgage broker to new model financial planning firm.

Primrose held a pensions seminar last month for potential clients at its City-based offices as part of its efforts to attract new clients and convert existing clients to the new model approach.

Green is also helping to train and mentor the firm's existing adviser staff since taking on the development of the financial planning arm – he joined from Caversham Buchanan at the turn of the year.

'They are four examples of young financial advisers who are keen and haven't got all this baggage,' he said of Primrose.

'From their point of view it is about marketing and developing new clients. From their mortgage client base they can approach [clients] with their

new financial planning approach.'

'It's taken me five years to get to this point,' Green said of his own move to new model planning.

'I'm taking what I've learnt and boiling it down – and they are already doing it.'

He said the firm was also aiming for its advisers to achieve chartered level three years.

Green admitted, however, that his qualification had taken a back seat on making changes at Primrose.

He said the firm was also aiming implementation of wrap before it had already narrowed down its potential candidates.

Positive thinking.

8.6% positive return.

**Absolute Return Bond Fund.**

Over the last twelve months of falling markets the Absolute Return Bond Fund delivered a positive return. It also out-performed every other fund in its sector. In fact, as a performance measure it has beaten 3-month LIBOR over 1, 2 and 3 years. Such an outstanding performance proves that it's possible to achieve positive returns\* whether the markets are

As at 28.02.2009	6 months	1 year	2 years
Absolute Return Bond Fund	7.8%	8.6%	18.6%
Sector Median	-2.5%	-2.3%	9.1%
FTSE All-Share	-31.4%	-33.0%	-34.8%
UK Corporate Bonds	-6.5%	-5.4%	-6.4%
Cash – 3-month LIBOR	2.1%	5.1%	11.7%