

Arthur Childs FPFS FPMI CFP is Managing Director of ARCH Financial Planning, a Cranleigh based IFA business established in 1989. ARCH FP operates as a family partnership with nine registered individuals in total.

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## The background

I had previous experience of platforms through CoFunds but was concerned that following their closer involvement with Legal & General, the operation moved quickly away from true open architecture. I considered other wrap propositions but considered them slightly old fashioned and declared “love at first sight” after a presentation from Nucleus.

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## Expectations and benefits

Historically a transactions based firm, I saw the use of Nucleus as fundamental to my transition to new model adviser (a category in which ARCH FP has since won several awards). I have found the use of the platform crucial in the drive to streamline the process of on boarding new clients, constructing portfolios and carrying out review exercises. During the last three years I have migrated from a dependence on initial commission to 100 per cent use of fund based revenues working on a maximum client charge of 1.75 per cent for all costs. The example of OBSR created model portfolios on the platform and the automatic rebalancing facility are just an example of the ways to help clients risk management in a cost and time efficient manner.

I have found that during this time higher worth clients have come my way. At the same time, without losing administrative staff, time has been released for example, to scan all existing documents. This has helped to increase the security for clients and save space!

A good example of one of the benefits of the platform is that I was able to bring reassurance to a client who was in the final stages of cancer that his assets on the Nucleus platform could easily be transferred instantly into his wife’s name. The client’s wife, after her husband’s passing, required additional income – this could simply be withdrawn from the Nucleus cash account.

I am also particularly active in the Nucleus Practice Management team and get a lot of enjoyment from sharing my expertise and commitment to online promotion and marketing throughout the Nucleus community.

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## Challenges and responses

At first I found the service from Nucleus to be slow, but those issues are long gone. Initially my team were not as convinced as I was, however Nucleus is now accepted throughout my practice as the way to do things.

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## Next steps

I have invested in Nucleus from the outset and now that my clients’ assets are almost all fully migrated to the Nucleus platform, I am positive about further opportunities to invest in Nucleus as it experiences continuous strong growth.