

# Press information

**15 February 2011**

## **Six of the best for Nucleus as IFA interest soars**

A surge in adviser interest has seen Nucleus Financial Group sign six new IFA firms to its adviser-owned wrap platform so far this year.

The six new firms (see notes for details) have all taken equity stakes in the business. Founded just over four years ago by a management team led by CEO David Ferguson and a group of like-minded IFA firms, the wrap has grown rapidly to become an established player in the space with over £2.3bn of assets on the platform.

Barry Neilson, business development director, Nucleus Financial Group, says: “2011 has got off to a tremendous start for the business. As every month brings the introduction of RDR closer, we are seeing a significant acceleration of firms undertaking wrap platform due diligence and looking to partner with a wrap proposition which reduces their reliance on traditional providers, giving them more control over the delivery of their chosen client proposition. With the levels of interest we are getting from other high-end IFA firms at record levels I am confident that the number of Nucleus member-firms will be over 100 before too long.”

Tina Weeks, Financial Life Planner, Serenity, commented: “We have been hugely impressed with the Nucleus people and proposition since signing up in January. David and his team concentrate on the things that really matter to those that use the platform and by employing the latest technology and systems not only make life easier but also enable advisers to save both time and money.

“As a platform Nucleus brings something very special and unique to the market due a combination of the control and input of the adviser community that own and use it – the quality of which is extremely high – and the total transparency of its offer and offering. Furthermore, it boasts a charging structure that is not only more straightforward and simple than the competition but lower too.”

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**For further information please visit [www.nucleusfinancial.com](http://www.nucleusfinancial.com) or contact:**

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**Notes to editors:****The new member firms include:**

- Assetz Wealth
- James Hair and Co
- Page Russell
- Russell Gibson
- Serenity

**About Nucleus**

Nucleus Financial Group is an online wrap based business platform.

Nucleus was founded in 2006 by a number of high quality IFAs who shared a commitment to create a market where advisors have the infrastructure and desire to place the client centre stage.

Since foundation Nucleus has established itself as a major force for change in the market. It is now a community of IFA businesses who through ownership and control of the business process seek to create a better customer experience.

The management team is led by David Ferguson chief executive, and offers extensive experience across all areas of the UK retail financial services market.

In 2010, Nucleus' IFA-firm total reached 80 and the platform also broke the £2bn AUM barrier.