

# Press information

## **Financial confidence among clients on the up, say advisers**

**June 7<sup>th</sup>, 2010**

Client's levels of financial confidence will have increased by this time next year, according to a targeted adviser poll conducted by IFA-owned and controlled platform Nucleus.

The findings, which are based on the views of 20 IFA firms which collectively have around £400m under advice, reveal that 70% of those questioned believe that levels of financial confidence among their client base will be at an increased level this time next year, while just 10% believe that confidence levels will have dropped.

In contrast to the above, the majority of those surveyed displayed a marked lack of confidence in the new government, with 60% of firms unsure of the coalition's ability to have a positive impact on financial services in the UK.

The results, which represent the views of over one hundred individual advisers, indicate that IFAs do not believe client's financial confidence will necessarily stem from the new government's actions in the coming year.

Commenting on the results, John Moore, Chairman of the Nucleus IFA advisory board and Managing Director of IFA firm Central Investment Services Aberdeen said:

"At the end of the day, when someone needs financial guidance they will turn to a trusted independent adviser, someone who knows them and what's right for their needs.

"Feeling more confident about your finances doesn't necessarily stem from what the government does / doesn't do, but from an empowered approach to your financial planning. The adviser / client relationship is becoming more and more important in this sense as a source of real engagement with an individual's financial future."

-Ends-

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

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## **Notes to editors:**

### **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.

The company was rewarded for its ground-breaking approach at the Scottish Financial Enterprise (SFE) Innovators Awards held in Edinburgh on 29 November 2007.

Nucleus Financial was rewarded for bringing something new to the wrap platform sector and won best new platform at the 2008 Adnitor Awards in October.

Nucleus won the 'Best online wrap or fund supermarket' accolade at the 2008 Online Finance awards in November, 2008.