
Press information

24 June 2015



Nucleus pilots Wrapstore

Nucleus, the adviser-built wrap, has begun to roll out its Wrapstore initiative, an app store where Nucleus users can access an extended range of services to further improve efficiency and provide a wider range of services to their customers.

Seamlessly and exclusively available on the Nucleus wrap, the online marketplace initially offers a range of 25 products, tools and services including including risk profiling, auto-enrolment and compliance services. Over time, this number will rise and the initiative will promote greater connectivity between the various tools used in modern adviser firms.

In this pilot, we are pleased to welcome Login2Law, Spire, Moneyinfo, Finametrica and Attract as our founding Wrapstore partners.

Commenting on the pilot launch, David Ferguson, Nucleus founder and CEO, says:

“While some platforms seem focused on flogging in-house funds or those of ‘preferred’ fund partners, we think our function is to develop a service infrastructure that allows modern financial planning firms to improve their effectiveness and spend more time working to improve customer outcomes. There’s always work to be done to improve what we do across the board but we recognise that customers and adviser firms are all different and may not want to be shoehorned into a ‘one-size-fits all’ approach. We thought we should do something about that.

“Wrapstore is a valuable addition to our offering and over time will allow our users to more easily configure and connect the tools they need to create and deliver brilliant customer propositions.”

- Ends -

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About Nucleus

Nucleus is a wrap platform founded in 2006 by advisers committed to altering the balance of power in the industry by putting the client centre stage.

Since then, Nucleus has established itself as a major force for change. It is now one of the UK's fastest growing platforms and the meeting point for more than 800 adviser firms seeking to create better customer outcomes.

As at 31 March 2015, assets under administration on the platform were £8.7bn.

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