

Suffolk Life launch new website in the run up to A-Day

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Suffolk Life one of the UK's leading providers and administrators of specialist pension products, particularly SIPPs, has launched a new look website, www.suffolklife.co.uk, that includes new functionality and services for financial advisers in the run up to A-Day.

www.suffolklife.co.uk is designed to aid advisers in their pre and post retirement planning for A-day and beyond. The site includes:

- » SIPP illustration wizard
- » Comprehensive information about SIPPs, including case studies
- » A-Day changes
- » News
- » Investment options and case studies
- » Income drawdown calculator
- » Property purchase
- » Reference centre
- » Downloadable literature
- » Media centre

The SIPP illustration wizard is an innovative tool that allows advisers to produce online illustrations for clients. As well as straightforward projections, it's powerful "what if" functionality allows clients and advisers to plan for various scenarios that may affect a client pre-retirement. A formal illustration can then be produced and emailed to the adviser within minutes.

John Moret, Sales and Marketing Director said: "We have spent a great deal of time ensuring that our website developments meet the needs of the advisers that work with us. Many have been involved from inception stage and others at the testing end. This will be the first of many developments in the coming months; we are delighted with the results and are sure advisers will feel the same."

Chris Jones, Head of Corporate Development, added, "Suffolk Life has industry-leading systems, built to our demanding requirements, so that we can give an excellent service to advisers and clients. This new website is the first step in delivering back office functionality via the web, and the next step is online access to SIPP valuations and other records, which will be available to advisers over the next three months."

Advisers wishing to look at the new website should go to www.suffolklife.co.uk.

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About Suffolk Life

Suffolk Life is one of the UK's leading providers and administrators of specialist pension products, primarily Self Invested Personal Pensions (SIPPs). It currently administers over 5500 SIPPs with aggregated assets worth over £1.1 billion. Suffolk Life has acquired properties for over 1000 policyholders.

Established in 1971 and based in Ipswich, Suffolk Life employs over 90 people and has built an enviable reputation based on providing excellent service and good value to intermediaries and customers.

Its expertise and reputation for service quality has been recognised through a number of awards including the Pensions Management Administration and Service Award in 2002, 2003 and 2004, the Pensions Management Commendation in 2005, the Professional Pensions Service and Administration Award 2005, the Money Facts Best SIPP product 2005 and the Investor's Chronicle Best Buy recommendation in 2005. Its success has led to rapid growth, which is expected to continue with the expansion of the SIPP market.

Further details are available by visiting the Suffolk Life website:

www.suffolklife.co.uk