

Suffolk Life unveils adviser feedback and SIPP business expectations

- Declaring Suffolk Life "does what it says on the tin"
- Advisers are more bullish about the market than they were in December 2004

18 May 2006

Suffolk Life, one of the UK's leading providers and administrators of SIPPs, has unveiled new research carried out by Deep Insight*. The research reaffirms Suffolk Life's enviable reputation for excellence in administration and customer service whilst providing bullish adviser expectations for writing SIPP business in the next 12 months.

The research results of 100 financial advisers looked at a number of questions about Suffolk Life including their own expectations for the SIPP market. The key findings highlighting that Suffolk Life does exactly "what it says on the tin" include:

- Suffolk Life has a stable customer base of advisers who introduce business. The research measures customer loyalty and for Suffolk Life the indicators predict a high business retention ratio. These findings suggest that once an adviser has placed business with Suffolk Life, they are likely to continue using them for future transactions.
- Suffolk Life has very strong supporters categorised either as either "ambassadors" or "rationals". These classifications have been developed over many years research and are the top two segments out of five, indicating Suffolk Life's strong following.
- Suffolk Life has the trust and satisfaction of the advisers who introduce business; the research goes beyond simple transactional assessments of "customer satisfaction" and probes critical relationship aspects such as trust which is an essential pre-requisite for relationship commitment.

In addition, advisers' own expectations for the SIPP market included:

- Advisers are more bullish about the market than they were in 2004, with 55% of advisers expecting to write 11 more cases in the next 12 months compared to 42% last time.
- Advisers believed "greater flexibility at vesting" would be the most likely reason for writing new SIPP business post A-Day while surprisingly "full concurrency" did not feature as highly.

John Moret, Director of Sales and Marketing for Suffolk Life said: "This is the second year running we have carried out some research amongst advisers using the company, Deep Insight. As a business, we seek to work closely with our partners and supporting advisers, and have found the findings both encouraging and interesting. These are exciting times in the SIPP world and we are pleased that advisers share our positive outlook for SIPP business; although it was surprising "full concurrency" was not considered very important to writing new SIPP business. Surprising – as we consider this area will become one of the most important over time and eventually have the biggest impact."

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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 has set up over 7,000 SIPPs with aggregated assets approaching £1.5 billion. Suffolk Life has acquired properties for over 1,500 policyholders.

Established in 1971 and based in Ipswich, Suffolk Life employs over 100 people and has built an enviable reputation based on its expertise and knowledge of the SIPP market.

This has been recognised through numerous awards including most recently the prestigious Professional Pensions Best SIPP Provider 2006 award, which they retained from 2005. Suffolk Life has also won Professional Adviser Best SIPP Provider 2006, Pensions Management awards for 4 years running, 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