

Suffolk Life research outlines adviser expectations for SIPP providers

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In a detailed research study* commissioned by Suffolk Life, one of the UK's leading providers and administrators of SIPPs, findings revealed the top five attributes that advisers expect SIPP providers to have to service their SIPP business effectively.

In order of importance, these are:-

- » Experience and technical expertise
- » SIPP specialism
- » Customer service
- » Flexible client approach
- » Sensible pricing

The research is hot off the heels of the recent announcement that Suffolk Life has been awarded the first ever Investor In Customers (IIC) award. The firm received two stars reflecting outstanding performance and reaffirming the message that Suffolk Life is focussed on meeting customer needs.

The Investor In Customers award recognises companies in all business sectors for their customer focus in four key areas:

- » Understanding customer needs
- » Meeting customer needs
- » Delighting customers
- » Developing long term relationship with customers

John Moret, Director of Sales and Marketing at Suffolk Life, said: "It is really good news that following our IIC award, we can positively say we are meeting the expectations of our supporting advisers by providing excellent customer service and expertise. We will continue to strive for excellence in all aspects of administration services which is clearly a key to treating customers fairly. The research is also a timely reminder for SIPP providers as they prepare for 'B'-Day in April when the operation of all SIPPs will become regulated for the first time.

Further details on Suffolk Life can be found at www.suffolklife.co.uk and for Investor In Customers at www.investorincustomers.com.

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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 established over 8,000 SIPPs and total assets now exceed £2 billion at 2 January 2007. Suffolk Life has acquired properties for over 2,000 policyholders.

Established in 1971 and based in Ipswich, Suffolk Life employs over 130 people and has built an enviable reputation based on its expertise and knowledge of the SIPP market.

This has been recognised through numerous other awards including:-

Technology, Admin and Service award, SIPPs – Pensions Management 2006

Best SIPP Provider - Professional Adviser 2006

Best SIPP Provider - Professional Pensions 2006 & 2005

Best SIPP Product - Moneyfacts 2005

Best Buy - Investors Chronicle 2005

Admin & Service awards, SIPPs – Pensions Management, wins in 2002, 2003 & 2004, commended in 2005

Further details are available by visiting the Suffolk Life website: www.suffolklife.co.uk