



## A SIPP is for Life

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Suffolk Life, one of the UK's leading providers and administrators of SIPPs, has launched a new SIPP guide – A SIPP for Life. The guide is available to IFAs and shows how a SIPP can develop through the various life stages. The guide is available by calling 0870 414 7000, emailing [ifaenquiries@suffolklife.co.uk](mailto:ifaenquiries@suffolklife.co.uk) or contacting your normal sales contact.

The Suffolk Life sponsored guide has been written by John Greenwood, an award winning financial journalist with a broad experience of pensions. The SIPP market has grown beyond recognition and has entered the mainstream. However with a growing number of different types of SIPP available, with varying levels of investment flexibility, complex charges and very different approaches to service delivery advisers are faced with difficult decisions. The recent FSA thematic review highlights just how difficult some have found it. The SIPP for Life guide provides clear information and insightful commentary from renowned industry figures, aiding advisers during the advice process.

John Moret, Director of Sales and Marketing at Suffolk Life said:

"If the life of an adviser wasn't difficult enough, changing demographics are making it even harder. Increases in longevity mean somebody taking out a SIPP at age 40 could still be actively using the product half a century later. Over such a period issues such as technical expertise and experience, the quality, accuracy and regularity of reporting – for example fully reconciled annual statements – the integrity and extent of investment data gathering and the reliability and consistency of income payments could all make or break a successful client relationship.

"Advisers need to look under the bonnet to ensure that their SIPP provider has the financial resources and capability to meet their needs and those of their clients over the long term. Suitable legal and regulatory structures, clear and adequate compensation arrangements and robust and scalable technology platforms are all important ingredients. And, of course a culture that recognises the value of high calibre, knowledgeable staff in providing an excellent service.

"Advisers who value their independence will also want to be guaranteed their provider does not unnecessarily limit the choice of assets in which their client can invest. After all, a SIPP is for life not just for today."

The guide includes:

### **Introduction**

John Moret explains why advisers and clients need durable SIPPs

### **Timeline**

The implications of increased life expectancy

### **The Suffolk Life 1000 – pioneers of the SIPP dream**

What has been the experience of Suffolk Life's first thousand SIPP investors

### **Adviser perspective**

Jane Wheeler, past president of the Institute of Financial Planning on how the SIPP market is developing

### **Protected rights**

The investment view

### **Spotlight on SIPP flexibility**

Do all providers offer true open architecture and how will external factors such as the RDR and the thematic review influence the future?

### **Q&A – under the bonnet**

Andrew Leggett, Technical and Marketing manager at Suffolk Life explains the mechanics of SIPPs

### **Viewpoint**

John Greenwood looks at how the market could evolve

Copies of the guide are available to advisers by calling 0870 414 7000, emailing [ifaenquiries@suffolklife.co.uk](mailto:ifaenquiries@suffolklife.co.uk) or contacting your normal sales contact.

**Ends**

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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 14,000 self-invested plans and total assets exceed £3 billion. Suffolk Life has acquired over 1,600 properties for over 2,500 SIPP investors.

Established in 1971 and based in Ipswich, Suffolk Life employs around 200 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:-

Technology, Admin and Service award, Income drawdown – Pensions Management 2008  
Technology, Admin and Service award, SIPPs – Pensions Management 2007 & 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

Financial Adviser 5 star service award 2008

Investor in Customers 2 star award for 2006 & 2008

Suffolk Life was acquired by Legal and General in May 2008.

Further details are available by visiting the Suffolk Life website: [www.suffolklife.co.uk](http://www.suffolklife.co.uk)