



Suffolk Life adds Skandia Investment Solutions to SmartSIPP

27, October 2011

Suffolk Life, one of the UK's leading providers and administrators of SIPPs, has confirmed that Skandia Investment Solutions is the latest platform to be added to SmartSIPP.

Skandia Investment Solutions is the seventh platform to be added to SmartSIPP, sitting alongside existing partners Ascentric, Cofunds, FundsNetwork, Raymond James and Seven IM, with Stocktrade providing an execution-only broking option.

SmartSIPP is a self-invested wrapper offering flexible investment options with administration based on Suffolk Life's award-winning service proposition.

Greg Kingston, Head of Marketing says "While advisers can in theory only use one platform, this is unlikely to be the reality post-RDR*. That is why we are continuing to add additional platform partners to SmartSIPP. With SmartSIPP's ability to work across platforms it provides an ideal option for advisers and their clients. Skandia is being added in direct response to adviser demand and is a strong partner focused on supporting advisers."

Research from platform market specialist The Platform places Skandia as the UK's largest platform by assets under administration, and advisers like the simplicity of their platform proposition.**

Graham Bentley, Head of Proposition for Skandia added, "We are pleased that Suffolk Life have responded to adviser demand and added Skandia Investment Solutions as a platform partner to SmartSIPP. The addition of Skandia's Collective Investment Account (CIA) to SmartSIPP will enable advisers to access Skandia's industry leading platform proposition."

Suffolk Life is expected to unveil additional platform partners for SmartSIPP before the end of the year.

* Source: FSA's Platforms: Delivering the RDR March 2010, the paper says: "In practice, a firm with a varied set of customers is unlikely to be able to use a single platform for all their customers. Additionally, a firm should not assume that platform services will be suitable for its customers."

** Source: The Adviser (plat)Forum Guide, May 2011.

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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 16,000 self-invested plans and total assets exceed £4 billion. Suffolk Life owns over 2,200 properties for over 4,000 SIPP investors. All figures are as at April 2011.

Suffolk Life is part of the Legal & General Group.

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 2010, 2009 & 2008
Technology, Admin and Service award, SIPPs – Pensions Management 2007 & 2006
Admin & Service awards, SIPPs – Pensions Management, wins in 2002, 2003 & 2004, commended in 2005

Defaqto 5 star SIPP award 2010 & 2011

Investor in Customers 2 star award 'outstanding' for 2006, 2008 and 2010

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