



## Suffolk Life adds Transact to SmartSIPP

25, November 2011

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

Transact is the eighth platform to be added to SmartSIPP since launch in June. It sits alongside existing partners Ascentric, Cofunds, FundsNetwork, Raymond James, Seven IM and Skandia, 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 "Adding Transact underlines our commitment to deliver the key adviser-focused platforms that the market demands. They're one of the most established UK platforms with a proposition based on quality service that is important for an adviser and their business."

Research from platform market specialist The Platform regularly places Transact at the top of their leader board, a combination of financial strength, service and functionality.\*

Malcolm Murray, Head of Marketing for Transact added, "Our key objective is to supply advisers/financial planners with a complete set of options to meet the needs of their clients. Where we do not offer certain facilities, such as physical property, within our range of pension wrappers, then for several years now we have arranged for our General Investment Account to be available via a SIPP with Suffolk Life."

Greg concluded, "Advisers tell us that they want access to the platform market from a trusted SIPP provider with proven administration ability, combined with the facility to invest off-platform too if required. We'll deliver access to more platform partners throughout 2012."

\* 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 total assets exceeding £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  
Defaqto 5 star SIPP award 2010 & 2011
- » Investor in Customers 2 star award 'outstanding' for 2008 and 2010

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Telephone calls to Suffolk life are recorded for training, monitoring and fact verification purposes.