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24 October 2019



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## Nucleus reduces costs for users and increases flexibility after switching stockbroker to WBS

Nucleus, the adviser built platform, has moved to reduce costs for customers and improve trading functionality by appointing Winterflood Business Services (WBS) as its new sharedealing provider.

Having completed due diligence on a number of potential partners, Nucleus identified Winterflood as its preferred supplier after it demonstrated competitive client trading costs and efficient back office processing. The move also offers opportunities to enhance the platform's stockbroking proposition.

In addition, Winterflood's technology will bring improved operational efficiencies for users in the future, with a view to exploring improvements such as fractional ETFs, lower trading minimums and real-time trading.

This move is part of Nucleus' commitment to ensure advisers and their clients continue to get value for money and a service that best suits their needs.

Nucleus previously used the stockbroking services of Alliance Trust Savings.

Andrew Smith, chief technology officer at Nucleus, said: "We are delighted to be working with Winterflood and to be implementing the benefits of their service to our users following a thorough selection process.

"Our focus on great client outcomes means we're always looking for ways to reduce costs and deliver an enhanced service. The move to Winterflood delivers on both of these aspects, with lower trading costs, improved operational efficiencies and greater flexibility to improve future trading functionality."

Head of Business Development at Winterflood Business Services, Graham Swan, said:

"Platforms are increasingly seeking to widen asset reach, and deliver more efficient propositions to clients. We are delighted to partner with a progressive platform such as Nucleus, which is navigating its clients through a rapidly changing investment landscape.

"Our proven state-of-the art technology and outsource dealing expertise brings improved execution efficiencies, as well as helping to relieve regulatory and reporting burdens."

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For further information please visit [www.nucleusfinancial.com](http://www.nucleusfinancial.com) or contact:

Neil Kennedy, MRM – 020 3326 9908

## About Nucleus

Nucleus is a wrap platform founded in 2006 by advisers committed to altering the balance of power in the industry by putting the customer centre stage. It provides independent wrap platform services to 1,383 active adviser users and works with more than 870 financial adviser firms as at 30 June 2019. It is responsible for AUA of £15.3bn on behalf of more than 95,000 customers.

The multi award-winning platform offers a range of custody, trading, payment, reporting, fee-handling, research and integration services across a variety of tax wrappers and more than 6,500 asset choices including cash, OEICs, unit trusts, offshore funds, structured products and listed securities, including ETFs and investment trusts. The platform currently facilitates over 1.1 million customer account transactions on average per month.

Nucleus has won CoreData's 'Best medium sized platform' for 2019 (and the last eight years), the Schroders 'Platform of the Year' award for 2018 (and the last three years) and won 'Best Platform' and 'Platform Innovation' at the 2018 Money Marketing Awards.

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t: @nucleuswrap