

# Press information

## **Nucleus firms – young, successful and optimistic**

Users of the Nucleus platform are young, successful and optimistic about the future – according to the results of this year’s annual Nucleus Census into member firms.

The survey was conducted with a number of Nucleus’ member firms and showed a successful membership who are continuing to prosper despite challenging economic circumstances.

Key findings include:

- Nucleus members are younger than the average UK adviser. The average age for a financial adviser is 55 but the majority of Nucleus members are in the 41-50 age bracket.
- New business is booming with most advisers getting between 20-40% of revenue from new clients.
- Nucleus members are also optimistic about the future with 30% seeing increased revenue and clients as the biggest opportunity over the next three years.
- Members are aware of the potential of social media to drive and retain business. LinkedIn is the leading social media platform with 40% of members using it.

Barry Neilson, business development director at Nucleus said:

“While we’ve always known Nucleus members were some of the highest quality financial advisers operating in the UK, the results of our most recent Census show they are getting increasingly confident about the outlook for their business.

“The Census provides us with a thorough understanding of the challenges and opportunities faced by the advisers that actually use the platform. It’s about staying connected with them and making sure that we continue to provide them with the services and solutions that drive their ability to deliver great outcomes for clients.”

-Ends-

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

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**Notes to editors:**

**[About Nucleus](#)**

Nucleus Financial Group is an online wrap based business platform.

Nucleus was founded in 2006 by a number of high quality advisers who shared a commitment to create a market where advisers have the infrastructure and desire to place the client centre stage.

Since foundation Nucleus has established itself as a major force for change in the market. It is now a community of adviser businesses who through ownership and control of the business process seek to create a better customer experience.

The management team is led by David Ferguson chief executive, and offers extensive experience across all areas of the UK retail financial services market.

As at 1 April 2013, assets under administration on the platform were £5.2bn and the number of member firms was 170.

<http://www.nucleusfinancial.com/>