Press information

**11 March 2014**

**Nucleus launches innovative new online community through ‘Speakeasy’ app**

Nucleus, the adviser influenced wrap, is offering a unique networking opportunity for industry professionals who wish to engage in peer-to-peer interaction through its new ‘Speakeasy’ app. The app, which is free to download, offers a new way for advisers to start to build their own support network as they can use Speakeasy to pose various questions of fellow advisers.

‘Speakeasy’, a portal for advisers which includes a video capture tool, is the first of its kind. The new tool will allow Nucleus to gauge adviser views and opinions on relevant topics and allow advisers to pose their own questions to fellow advisers and share views on best practice and industry issues all via a simple app. The app, unveiled at the wrap platform’s annual adviser event; Nucleus 2014, can be downloaded to computers, laptops, tablets or smartphones.

The online community area for advisers includes a video wall, discussion board and regular polls. Its purpose is to build and grow an effective online community for people using or considering using the Nucleus platform. The app will be regularly updated with relevant topics to ensure it continues to meet the needs of those using it.

Barry Neilson, Business Development Director at Nucleus, comments:

“We’re really excited to launch Speakeasy; this online portal not only allows best practice to be shared around our community in an easy and accessible way, but also gives us the opportunity to hear feedback on our platform and service from the very people who use it. One of the principles of Nucleus is to develop a community of like minded individuals able to discuss and share good practice and great thinking.”

Paraplanner Alex Slipaczek of Filip Slipaczek said:

“I’ve not come across anything quite like Speakeasy before; it’s a very neat idea that makes communicating with other like minded individuals easy and straightforward. I’m looking forward to using it to build my professional social network as well as for seeking advice from those who understand the industry.”

The free Speakeasy can be downloaded via:

IOS:

<https://itunes.apple.com/gb/app/nucleus-speakeasy/id786326129?mt=8>

Android:

<https://play.google.com/store/apps/details?id=com.miituu.nucleuslite&hl=en_GB>

Desktop:

<https://app.miituu.com/nucleus/questionnaires/249>

-Ends-

**For further information please visit 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 IFAs who shared a commitment to create a market where advisors 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 IFA 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 28 February 2013 assets under administration on the platform were £6.5bn.

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