



Number of adviser clients set to increase according to new research

Survey conducted by Nucleus reveals that 62% of advisers believe their client numbers will increase over the coming year

Member firms of Nucleus, the adviser-built wrap, are positive about their commercial prospects over the next 12 months, with 100% of advisers being 'confident', 'about the future of their firms and 62% anticipating they will see an increase in client numbers during 2015. The research, which has been published in Nucleus' annual 'Census 2015' report, also revealed that 14% of advisers believe their business will experience 'significant growth' over the next year. This year's research is based on the responses and insights of over 200 advisers and sets out to identify the key concerns and views of Nucleus' adviser community during the coming year.

Throughout 2014, the survey reports business for adviser firms improved, with average gross turnover increasing year on year. Just under half of respondents (47%) reached a turnover in excess of £400,000 compared with 40% the previous year.

Existing clients continue to play a major part in ongoing business for adviser firms, the census results also reveal, with two-thirds of firms (66%) revealing that more than 60% of their business comes from existing clients, while just over one-third of adviser firms (35%) report less than 20% of business comes from new clients.

The findings from the census also highlight how face-to-face contact and helping clients 'make sense of it all' are the two most important elements of an adviser's service. This result is reflected later in the survey when it's revealed that Nucleus users are spending most of their time, 21% each respectively, on 'client reports' and 'time with clients'.

Social media continues to play an important role in an adviser firm as engagement of the tool continues to rise, with 72% of the Nucleus community using LinkedIn and 51% of users on Twitter.

Other key findings from Nucleus' census results 2015 include:

- Majority of advisers have between 100-499 clients who typically own between £100k-£250k of investible assets with the majority earning between £50k-£100k per year.
- 38% of businesses manage over £100m at firm level and 51% manage assets between £20m-£100m.
- 69% of Nucleus' adviser audience is under the age of 50 with just over one-third (34.7%) aged less than 40.

Commenting on the census results, Nucleus business development director Barry Neilson, says:

"Our annual census provides a definitive record of Nucleus users' progress, as they continue to grow and develop year-on-year. The latest findings reflect the positive attitude of our community, which is determined to make the most of the available commercial opportunities and position themselves to achieve further growth over the coming year.

"Our community is made up of ambitious, quality firms across the UK and the findings from this year's census highlight that the conditions for growth are in place for the most dedicated and pro-active firms to succeed. With turnover up sharply and a strong increase in client numbers expected in the next 12 months the future looks extremely positive."

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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 client centre stage.

Since then, Nucleus has established itself as a major force for change. It is now one of the UK's fastest growing platforms and the meeting point for more than 800 adviser firms seeking to create better customer outcomes.

As at 31 March 2015, assets under administration on the platform were £8.7bn.

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