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# Press information

24 February 2016



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## Nucleus urges advisers 'to make a ruckus to appeal to a modern audience'

*Financial advisers must become the next generation of FS disruptors says Barry Neilson, Nucleus*

Nucleus has warned that advisers "must cause a ruckus to appeal to a modern audience" if they want to be successful in the future.

The warning from the wrap platform comes on 'ruckusmaker' day a milestone coined by marketing guru Seth Godin to coincide with what would have been the late Steve Jobs' birthday. In light of this, Barry Neilson, Nucleus Business Development Director, has said that only advisers who become 'ruckusmakers', and embrace ideas that allow them to adapt to the new fast-moving financial services environment will be able to appeal to a new era of different client demands.

Neilson said: "Advisers need to make a ruckus to appeal to a modern audience, to show they are one step ahead and they are committed to their clients – otherwise they will get left behind in a digitally engaged world where clients desire an ever increasingly personalised service".

"The advisers that are brave ruckus-makers, those with fresh and challenging ideas with innovative services that put clients at the heart of what they do and who are not afraid to question and change things they don't believe in, will win in this new world".

In its own attempt at making a ruckus, Nucleus has announced it will be launching a new series of Illuminate live events aimed at helping advisers grab the initiative and become the next generation of FS disruptors.

Designed to encourage advisers to be braver when it comes to adopting ideas that will help them adapt to change and shifting client needs, this series of events will offer the opportunity for advisers to learn more about how they can put innovation at the heart of their commercial offering.

The sessions will focus on providing advisers with practical insights as to how they can become 'ruckusmakers' and is aimed squarely at the 'advisers of the future'.

Events focusing on this theme will take place at the following locations and times:

- 10 May – Glasgow, 200 Vincent Street, G2
- 11 May – Leeds, Aspire, 2 Infirmary Street, LS1 2JP
- 12 May – Birmingham, Venue TBC
- 18 May – London, Royal Mint Court, EC3N 4QN

- Ends -

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

Mark Gee, MRM – 020 3326 9914 / 07818 673199

Sam Hunter, MRM – 020 3326 9903 / 07757 286721

## 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 in total seeking to create better customer outcomes.

As at 10<sup>th</sup> August 2015, assets under administration on the platform were £9bn.

w: [www.nucleusfinancial.com](http://www.nucleusfinancial.com)

t: @nucleuswrap

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