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# Press information

18 February 2015



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## Nucleus launches Illuminate online for advisers

Nucleus, the adviser built wrap, has today launched its bespoke Illuminate initiative online for advisers.

Illuminate online, which can be accessed directly from the Nucleus website, has been developed to complement the Illuminate live events this year, a number of which have already been held across the country.

Illuminate is a brand new best practice programme from Nucleus aimed at its valued adviser community and the events offer inspiring, educational and in-depth practical workshops from leading experts to help advisers further develop their businesses.

Acting as a knowledge centre to support the Illuminate live events, Illuminate online will help build and share ideas and thinking in areas that are vital to the successful development of advisers' practices. The dedicated resource hosts a wide range of interactive and timely learning materials from experts, including insightful blogs, comprehensive white papers and compelling videos with links to other stimulating content available elsewhere.

Content within the Illuminate knowledge centre is categorised under five areas: practice development, technical, industry, compliance and marketing and the resource will be regularly updated with educational material on the latest thinking for the advice industry.

Commenting on the launch of Illuminate online, Barry Neilson, business development director at Nucleus, says:

"At Nucleus, we believe one of our biggest competitive advantages is the quality of our audience. Over the years, we've managed to cultivate a user base of some of the most client-focused and progressive firms across the financial planning profession.

"One characteristic many of our users share is the desire to keep improving their businesses and client propositions and, in a small way, Nucleus has tried to encourage the sharing of best practice across our audience via our regular practice management sessions. To evolve this support further, we are now delighted to launch Illuminate to help build and share knowledge in areas that are critical to the successful development of adviser businesses.

"This isn't all about Nucleus though. The intention is to host a wide range of shared learning materials from industry experts and we currently have content from over 30 recognised industry commentators. Illuminate will also act as a portal to other great content available elsewhere and as curator, we're looking to encourage awareness of the key issues that will allow our users to keep on improving their businesses and client propositions.

"One further benefit of the illuminate initiative, particularly Illuminate live, is that it supports structured CPD which continues to be a principal objective for advisers."

Commenting on the first of the Illuminate live events that took place during the last week of January, adviser Ian Dickinson of firm Lifetime, says:

"It's great to be able to come to these events and see where Nucleus has got to. Other communities like this can feel stale, with the same events, same format, similar speakers every year - they lose their edge. Nucleus events keep us informed and feeling involved, they feel fresh."

To visit Illuminate online, go to: [www.nucleusfinancial.com/illuminate](http://www.nucleusfinancial.com/illuminate)

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

Andrew Appleyard, MRM - 020 3326 9905 / 07875371689

Mark Gee, MRM – 020 3326 9914 / 07818 673 199

Ellis Ford, MRM – 020 3326 9906

### 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 400 adviser firms seeking to create better customer outcomes.

As at 28 December 2014, assets under administration on the platform were £8bn.

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

t: @nucleuswrap