

## Press Release

### Premier Pension Services' SIPP Survey finds that Service and not Cost is a key factor for IFAs

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**9th November 2007:** Premier Pension Services (PPS) recently completed a survey of some 3,000 Independent Financial Advisers (IFAs) that they deal with, in order to seek their views on the key drivers in the selection of a Self Invested Personal Pension (SIPP) provider.

Nigel Manley, Head of Self-Invested Pensions, PPS, says ""It was very interesting to find that in the 'real' SIPP market price is not the determining factor. Where the IFA recommends a SIPP provider they overwhelmingly want to be reassured that they and their client will get the service levels they need."

PPS is a non-volume niche SIPP provider and values keeping close to our IFA partners. It is essential that our business development is aligned to the needs of the IFA and their client and not what we feel the market wants.

Manley continues, "The 'real' SIPP client will be an important high net worth client of the IFA where service delivery is far more important than price. The client who 'knows the price of everything but the value of nothing' should not fit this category and is probably in the wrong product!

"Our survey revealed the acceptance of the value of service matched only by the need for the SIPP provider to offer flexibility in support of the member investment decisions. Flexibility and service must be linked and then for the 'real' SIPP client and their advisers we have the winning combination."

## Notes to Editors

### **About Premier Pension Services**

Premier Pension Services supplies a range of SIPP and SSAS services to IFAs, accountants and lawyers and is part of JLT Benefit Solutions Ltd.

JLT Benefit Solutions Limited (JLT) is one of the UK's leading employee benefit providers offering a wide range of benefit and pension services, including administration, actuarial and pension consultancy, investment and wealth management, Self Invested Personal Pensions (SIPPs), Small Self Administered Schemes (SSASs) flexible benefits, healthcare, benefit communication and financial education.

Authorised and regulated by the Financial Services Authority, JLT employs over 800 professional staff in 11 offices in the UK with revenues of some £75m.

JLT Benefit Solutions Ltd is part of Jardine Lloyd Thompson Group plc

As well as being a major provider of employee benefits services and related consultancy advice the Jardine Lloyd Thompson Group of companies is a leading risk management adviser, insurance and reinsurance broker.

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