

For professional advisers only

Future of Advice

Survey results

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 Square Mile Investment Consulting & Research Limited



Q. How do you spend your time?

(Prioritise from 1 to 5, where 1 is most time and 5 is least time)

Criteria	Total Frequency	Rank
Admin	154	1
Dealing with compliance	143	2
Face to face with your clients	140	3
Strategy setting	137	4
Internal management	122	5

Q. Where do you feel you add most value to your clients?

(Prioritise from 1 to 5, where 1 is most time and 5 is least time)

Criteria	Total Frequency	Rank
Investment	141	1
Tax planning	140	2
Goal setting	137	3

Q. Which area provides the best opportunities for growth in your business?

Choose option

Criteria	Frequency
Investment	37%
Cashflow management	26%
Tax planning	20%
Goal setting	17%

Q. What do you think is the biggest risk to your business?

Choose option

Criteria	Frequency
Regulatory burden	63%
Client capacity constraints	15%
Obtaining cost effective PI cover	13%
Platform service	9%

Q. How are external parties used in your investment process?

Choose option

Criteria	Frequency
Discretionary fund management	41%
Fund panel creation	36%
Reporting	12%
Investment committees	11%

Q. Do you currently use any of the following as a core offering to clients?

Choose option

Criteria	Frequency
Advisory – own CIP	44%
Discretionary – outsourced	34%
Own discretionary	14%
Advisory – outsourced CIP	8%

Q. Do you service your mass market clients with any of the following?

Choose option

Criteria	Frequency
Managed portfolios	28%
Multi-asset funds – wide market	18%
Multi-manager funds	11%
Multi-asset funds – platform	8%
A combination of the above	35%

Q. What do you find the most effective way of communicating with your clients to be?

Choose option

Criteria	Frequency
Face to face	39%
Email	34%
Telephone	23%
Secure web link	4%

Q. How would prefer to receive information on stock markets/funds?

Choose option

Criteria	Frequency
Email	64%
Video	13%
Hardcopy	12%
Podcasts	11%

Q. Which third parties do you use for research?

Choose option

Criteria	Frequency
FE	41%
Morningstar	29%
Square Mile	16%
RSMR	11%
The Adviser Centre	2%
Fundcalibre	1%



Important Information

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