

# NUCLEUS FINANCIAL ETHOS

## WHY SHOULD YOU USE NUCLEUS?

### The Nucleus Story

Nucleus was created in 2006 by a group of seven adviser firms who saw that pensions and investment products weren't as flexible or transparent as they could be. They set out to create a platform with a difference.

They created a new model, putting the adviser and client at the heart of the process, focusing on a client-aligned approach rather than a product-led one. Their aim was to develop a platform that was committed to transparency and banishing complexity.

This new model took control away from the life companies and fund managers and put the adviser in charge so they'd be free to create independent, tax-efficient, low cost investment solutions for each and every client.

In July 2018, Nucleus were admitted onto AIM on the London Stock Exchange. As they start the next stage of their journey, their focus continues to be about working to help create great outcomes for clients, based on their core principles of honesty, transparency and simplicity.

Nucleus has grown by referral and introduction and without advertising to become an award winning online wrap platform which works with over 800+ adviser firms and continues to be driven by advisers with whom they work closely to develop a platform that meets their clients' needs. Now in 2019 Nucleus has over £15.3 billion assets under administration and takes great care of over 95,000 clients.

### Ethos: The power behind their purpose

Nucleus's mission has always been to change financial services for the better and this makes them very different from other, life-company owned platforms. Their entire company, culture and ethos has been built on principles of transparency, trust and respect. Their model puts advisers in control where they are free to manage a client's portfolio to meet their personal objectives. They continue to campaign rigorously for flexibility with the industry, more transparent charging, and less product complexity.

### Nucleus's Adviser Community

Nucleus only works with advisers who share their vision and who put clients at the centre of what they do. This means that Nucleus adviser firms are a dynamic and focused community who are progressive and forward thinking and who are constantly trying to improve their client's experience and value. Unlike many platforms Nucleus turns away adviser firms and businesses who do not share their client centred vision.

Advisers, paraplanners, and administrators contribute directly to the platform's development by suggesting improvements and prioritising developments. They participate in an extensive events programme that facilitates this collaboration and importantly, also

serves as a hub for best practice and information sharing, all with the aim of improving client services and making business more efficient and sustainable.

Nucleus is the only wrap platform that is owned, built and driven by advisers. This means that Nucleus work for advisers and clients and they are not inhibited by the demands and requirements of shareholders.

### Future Proofed Technology

Nucleus is the only platform built on next-generation technology, which allows them to scale the business for the next decade and beyond. This means that with Nucleus, adviser firms can be confident that their clients' needs will be met now, and in the years to come.

Designed with flexibility at its core this sophisticated new platform is designed so that it can be configured quickly without the need for software changes. This allows for the simple addition of new products and functionality, and seamless integration with third party systems.

### Sustainability

Nucleus is one of the few consistently profitable wrap platforms in the market. They are supported by Sanlam who are their main institutional shareholder and who provide equity and debt capital backing. Sanlam is a global group with £50 billion of assets under management. Because there are no shareholders all profit is used to improve client services and reduce their costs. There is an extensive development program and client services are constantly being improved to meet Nucleus's aim of being the best they can be.

### What do Nucleus Do?

They provide a fully independent wrap platform with access to a wide range of tax wrappers and an open architecture approach to investments. Adviser firms have access to a completely unbiased choice of over 6,000 investments.

The platform allows advisers to combine all of their clients' assets into a single, manageable online account. This allows portfolios to be viewed at a glance by both clients and their advisers which allows easy valuations and variations to be made.

With Nucleus there are no one-size-fits-all solutions because advisers are free to create tax efficient, low cost solutions for each and every client.

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### **Interface Financial Planning recommends Nucleus Financial**

We have recommended Nucleus Financial to our clients for over five years and without exception our clients have been delighted with their experience. We regularly review our recommendation and our research continues to show that for most of our clients Nucleus continues to be the most suitable platform. When clients have specific requirements, which are not provided by Nucleus we recommend alternatives as shown below.

When clients move to a platform they love the ease of access, the regular reporting, and they discover that the platform provides them with something of real value. The platform cost of 0.35% tiered to 0.15% is a small price to pay for the access, reporting, and convenience. The platform allows clients to view all of the details regarding their investments in one place 24 hours a day 7 days a week. They can view valuations, transaction histories, withdrawals, additions, charges, fees, and not only current correspondence, but correspondence going back to when they started with the platform. They can see all of their investments, including ISAs, pensions, bonds, and general investments in one place and they can view them combined or individually.

The platform provides access to a large range of funds including Dimensional funds which are not available on several other platforms. Clients believe that the transparency, convenience, and facilities, gives them great value for a small cost.

In addition, this cost is more than eliminated because the platform makes administration a simple process for advisers. This means that administration charges for the following are reduced or eliminated altogether: rebalancing, cash withdrawals, fund switches, transferring funds from your general to your ISA account, crystallising your pension commencement lump sum from your SIPP, are just a few examples where using the platform helps to manage your portfolio and meet your objectives efficiently. If you were not using the Nucleus platform significant fees would be likely to apply for all of these administrative tasks.

Besides the efficiencies of using a platform, we also believe, as part of our core value, that it is important to work with providers who hold the interests of the end client as core to their vision.

We have found that our clients do not consider cost or other characteristics to be the most determining factors because they value working with a company that puts them first.

**Further Information about Nucleus Financial can be found at <https://nucleusfinancial.com>**

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### **Alternatives to Nucleus Financial**

We are Independent Financial Advisers and we consider each individual client's circumstances and requirements before making a recommendation.

Some clients may require specific features which are not provided by Nucleus and in these circumstances we recommend alternative platforms..

**Transact is recommended for clients who wish to hold direct equities.**

**Rowanmoor or James Hay are recommended for clients who want to hold commercial property within their SIPP.**

**Aegon (formerly Cofunds) is used for our 'Automated Advice' facility which is aimed at the small investor who does not require advice.**

Other clients may have specific requirements and we are able to help them meet their requirements.

As independent advisers we are able to use any of the dozen or so platforms available however we do not believe that it is in our clients' best interests to use different platforms simply to demonstrate our independence.

Our aim is always to reduce our clients' costs and using several different platforms with their different systems and requirements would increase administration costs. This would result in increased fees charged to clients so we believe that it is in our clients' best interests to keep the number of platforms that we use to a minimum providing of course that all other criteria are satisfied.

### **Platform Review and Due Diligence.**

We subscribe to [Adviser Asset](#) where we obtain a detailed and comprehensive assessment of all of the platforms that are available and ensure that they continue to meet our clients' requirements. Regular reviews have shown that Nucleus continues to offer the best options for our clients.

