

## Introducing Sippcentre



Richard Taylor  
Chief Operating Officer

**Sippcentre** is A J Bell's core investment proposition and provides advisers and their clients with a market leading solution. It is exclusively available through authorised financial advisers. From launch in October 2002 it has afforded clients a low cost means to invest in collective investments and stocks/shares whilst simultaneously offering the adviser considerable efficiency savings via its online valuation

and transactional capability. More particularly, its groundbreaking charges structure led SIPPs to become attractive for a far greater audience.

“Not everyone knows about A J Bell, to some we will be one of the best kept secrets in the industry.”

**Sippcentre** was substantially enhanced in January 2008 to continue to keep us at the forefront of the SIPP market. The enhancements centred on providing improved functionality and significantly broadened the range of permissible investments. In our opinion, the service now offers an unparalleled combination of investment flexibility, online functionality and low cost delivery. Innovation lies at our heart and we constantly challenge convention. Through creative thinking and insight that seizes the initiative, we aim to lead our markets with cutting edge products.

“... with a strong track record for service and a range of innovative products that continue to be in demand, we are confident that we can compete strongly within this environment.”

**A J Bell** was founded in 1995, an ambitious business that is committed to continuous and progressive development. Our success depends on a reputation that has been earned over many years. With an ongoing commitment to provide a high quality and cost effective service in a rapidly developing market, we remain one of the fastest growing businesses in our sector. We are the largest privately owned provider of self administered pensions and stockbroker services in the UK, with assets under administration now exceeding £15 billion.

“We aim to provide first class technical information that people trust.”

As a company we do not provide financial advice. This is because we firmly believe that there is a potential conflict of interest if the administrator and professional trustee also provide investment or other financial services related advice.

The dedication of our staff in striving to exceed the high expectations of our customers has allowed us to enhance our reputation across the financial services industry. Our service delivery and product propositions have been recognised by us winning several prestigious SIPP industry awards. These awards recognise service and product excellence and are voted for by clients and advisers. Whilst these awards are positive, they act as a reminder that we cannot rest on our laurels.

“People that know us appreciate our attention to detail and views on topical industry issues.”

For further information about **Sippcentre**, please contact your adviser.



A J Bell includes A J Bell Holdings Limited and its wholly owned subsidiaries A J Bell Management Limited, A J Bell Limited and A J Bell Securities Limited.

A J Bell Management Limited is authorised and regulated by the Financial Services Authority and is the scheme administrator of all A J Bell's Self Invested Personal Pensions (SIPPs). A J Bell Securities Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority. It is the plan manager for all of A J Bell's Individual Savings Accounts (ISAs) and provides A J Bell's Dealing Accounts.

Sippdeal, Sippdealxtra and Sippcentre are platforms provided by A J Bell Management Limited. A J Bell Platinum SIPP is provided by A J Bell Management Limited. A J Bell Platinum SSAS is provided by A J Bell Limited.

The companies listed in the adjacent table are all registered in England and Wales at Trafford House, Chester Road, Manchester M32 0RS.

Company	Company Number	VAT Number
A J Bell Holdings Limited	4503206	833 5478 13
A J Bell Management Limited	3948391	759 3531 03
A J Bell Limited	3091664	639 0316 44
A J Bell Securities Limited	2723420	918 4226 21