

**True Potential press release**  
**17<sup>th</sup> August 2010**

### **London Calling for True Potential**

Innovative IFA services provider, True Potential, is set to open a new office in London later this year.

The new office, based in Victoria, will provide a working location for any of True Potential's staff as well as their IFA clients, which includes over 600 IFA firms.

The Newcastle based firm, who recently launched its latest iPhone and iPad software for IFAs, now has a 15% share of the UK IFA market after 52 new firms joined its IFA support services platform in June this year.

Commenting on the new location, ***Daniel Harrison, senior partner at True Potential, said:*** "As we continue our rapid growth it is important that we have an office in the South East and London is one of the key places to be for many reasons. The new office will provide a cost-free space where IFAs can meet their clients for meetings and seminars."

The new office will be open by the end of October.

-ENDS-

#### **Enquiries**

Daniel Harrison            Mob: 07786 262596  
Kevin Carr                 Mob: 07887 838811

#### **Notes to editors**

The 600 IFA firms now using True Potential's services represents more than 3,900 IFA RI users, which is currently 15% of all IFAs in the UK. According to the most recent NMG survey commissioned by the FSA there are 25,721 IFAs in the UK. See [http://www.fsa.gov.uk/pubs/policy/nmg\\_rdr.pdf](http://www.fsa.gov.uk/pubs/policy/nmg_rdr.pdf) for more information.

#### **About True Potential**

Established in March 2007 True Potential is a high specification IFA services provider that offers innovative end to end processes for distributor businesses. It provides a range of IFA tools, support services and processes that increase productivity and add value. Benefits include an increase in efficiencies, a cut in administrative costs and help ensuring that firms are providing sufficient detail to the regulator's desire. The company currently has over 4,000 adviser users and was the first in the UK market to launch an intermediary application for mobile devices.