



Managed Portfolios White Paper

Prepared for BT Panorama

August 2015

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Executive Summary

More than three in four (76.6%) advisers state that a key business objective in 2015 is managing existing clients.

Three in 10 (30.5%) advisers use managed portfolios for their clients' investments.

On average, advisers use managed portfolios for around half (49.0%) of their clients, who have around two thirds (65.5%) of their total investment portfolio invested in managed portfolios.

Over the next 12 months, nearly half (49.0%) of users anticipate the proportion of clients for whom they use managed portfolios to increase, while more than two in five (41.4%) non-users intend to use managed portfolios for client investments.

Overall, managed portfolios have saved users an average total of 3.9 hours a week or 194.8 hours (almost five working weeks) a year on less productive non-revenue generating activities, including the 2.1 hours a week or 108.6 hours a year on administration and compliance tasks.

These time savings have enabled users to spend an extra 2.9 hours a week or 146.7 hours a year on more productive activities, including the 2.4 hours a week or 121.1 hours a year (equivalent to 3.0 working weeks) meeting with or managing existing clients, translating to potential extra revenue of \$615.94 a week or \$30,796.76 a year.

Among advisers who are non-users, poor knowledge and understanding of managed portfolios is a major barrier to take up of managed portfolios, suggesting a need for greater education efforts.

Advisers need educational materials and continuing support to better position the benefits of managed portfolios to clients and to better realise the benefits of managed portfolios to them and their business.

Data Highlights

Managed portfolio usage on the rise

- Three in 10 (30.5%) advisers currently use managed portfolios for their clients' investments. Of these, nearly on in two (49.0%) expect their usage to increase over the next 12 months.
- On average, users use managed portfolios for around half (49.0%) of their clients, who have around two thirds (65.5%) of their total investment portfolio invested in managed portfolios.
- Of advisers not currently using managed portfolios, more than two in five (41.4%) intend to use them in the next twelve months.

Usage drivers

- Two thirds (66.7%) of users say the client's needs, objectives and circumstances drive their use of managed portfolios for their clients' investments.
- The most commonly perceived benefits of managed portfolios among clients of users are access to investment management expertise (72.5%), beneficial ownership of listed securities/assets (64.7%) and comprehensive portfolio administration and reporting (60.8%).
- More than three in five (62.7%) users attribute their usage of managed portfolios to time savings and more than half (56.9%) cite cost savings.

Time savings

- The majority of users claim to have experienced time savings in portfolio construction or general administration work (78.4% and 74.5% respectively), while around two thirds have saved time in not having to do an SOA or not having to monitor the underlying assets in client portfolios (66.7% and 64.7% respectively).
- Overall, managed portfolios have saved users an average total of 3.9 hours a week or 194.8 hours (almost five working weeks) a year on less productive non-revenue generating activities.
- The time savings include the 2.1 hours a week or 108.6 hours a year that were spent on administration and compliance tasks.

Revenue effects

- Nearly two thirds of users say they spend more of their time on managing existing clients or meeting with existing clients (both 65.3%) as a result of using managed portfolios.
- Close to two in five (36.7%) spend more time on client acquisition/prospecting, close to three in 10 (28.6%) spend more time establishing referral sources, while more than a quarter (26.5%) spend more time on marketing.
- These time savings have enabled users to spend an extra 2.9 hours a week or 146.7 hours a year on more productive activities, including the 2.4 hours a week or 121.1 hours a year (equivalent to 3.0 working weeks) meeting with or managing existing clients, translating to potential extra revenue of \$615.94 a week or \$30,796.76 a year.

Methodology

The research that forms the basis of this white paper was carried out in June and July 2015 via an online quantitative survey of approximately 40 questions, developed and hosted by CoreData.

The survey was intended to assess the way in which advisers are using managed portfolios for their clients, the perceived benefits, including any time and cost savings, future intention and barriers to take up.

Using a randomly selected sample from CoreData's proprietary panel of more than 12,000 Australian advisers, a sample of 167 respondents was recruited for this research. The sample included financial planners, risk advisers and practice principals.

The sample will give us a confidence interval of +/- 4.5% around research findings.

Estimates of the time taken and revenue generated by advisers' various working activities were calculated based on certain assumptions about the length of their working day, primary data collected on average hourly charge out rate and norms in the Australian financial planning industry.

Working time assumptions used in this report are:

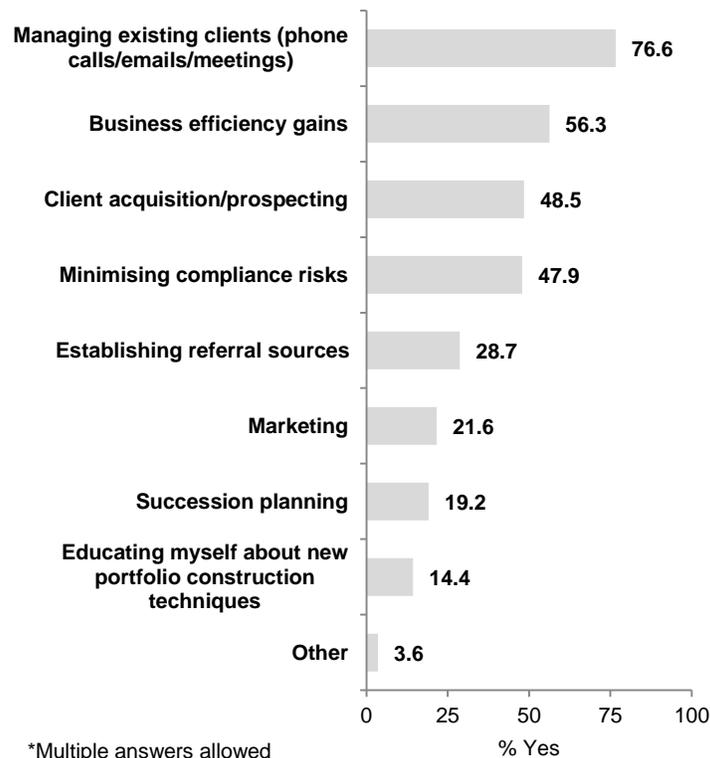
- A day: 8 hours
- A week: 5 working days
- A month: 22 working days
- A quarter: 3 months
- A year: 250 working days

In order to quantify the monetary benefits to advisers from time saved using managed portfolios, it is assumed that advisers are paid an average hourly rate of \$254.41, a figure calculated as an average of advisers' self-reported hourly charge out rates.

Detailed Findings

Introduction

What are the key objectives for your business in 2015?



In 2015, more financial advisers claim to be focused on client satisfaction and retention than prospecting and growth, with more than three quarters (76.6%) of respondents stating that managing existing clients through phone calls, emails and meetings is a key objective for their business this year.

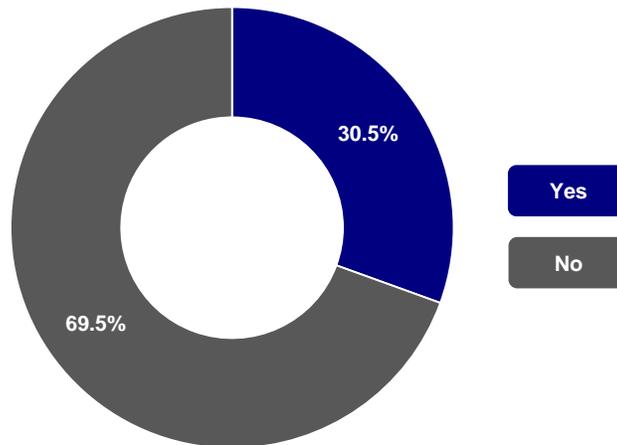
More than half (56.3%) cite business efficiency gains, while close to half cite client acquisition/prospecting or minimising compliance risks as key business objectives this year (48.5% and 47.9% respectively).

Using managed portfolios for clients' investments has numerous benefits including time and cost savings, as well as business efficiency gains – many of the aspects that are likely to assist advisers in reaching their core business objectives.

A managed portfolio (or a managed account) is an investment vehicle that delegates the day-to-day investment decisions and implementation of the investment strategy to professional investment managers. Managed portfolios provide a number of benefits not available through managed funds, the most important being that beneficial ownership of the investments remains with the investor. This simple feature delivers substantial benefits in terms of tax efficiency and portability.

Current and future usage of managed portfolios

Do you use managed portfolios for your clients' investments?



Three in 10 (30.5%) advisers use managed portfolios for their clients' investments (throughout the report, they are referred to as 'users'), while seven in 10 (69.5%) do not (referred to as 'non-users').

On average, users recommend managed portfolios for around half (49.0%) of their clients and these clients have around two thirds (65.5%) of their total investment portfolio invested in managed portfolios.

Close to half (47.1%) of users employ both single asset class and diversified managed portfolios for their clients' investments. More than three in 10 (31.4%) use single asset class managed portfolios only, while more than one in five (21.6%) use diversified managed portfolios only.

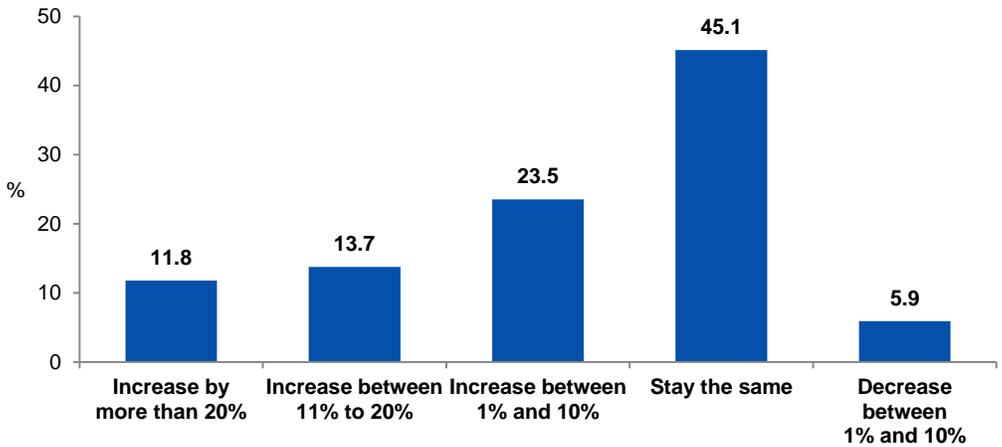
Users most commonly use single asset class managed portfolios to invest their clients' funds in Australian equities (95.0%), international equities (60.0%) and listed property (40.0%).

Use of managed portfolios set to rise

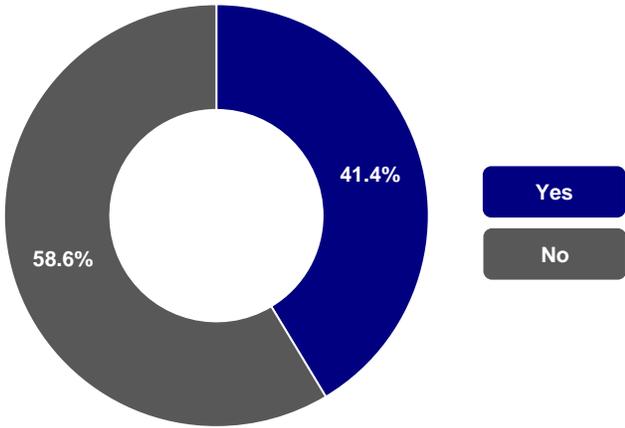
Over the next 12 months, nearly half (49.0%) of users anticipate more of their clients to use managed portfolios, while more than two in five (45.1%) expect the proportion to remain stable. Only 5.9% anticipate a decline in the proportion of clients for whom they use managed portfolios.

Furthermore, more than two in five (41.4%) non-users intend to use managed portfolios for client investments in the next 12 months.

Over the next 12 months, do you anticipate the proportion of your clients whom you will recommend using managed portfolios to:



Do you intend to use managed portfolios for client investments in the next 12 months?

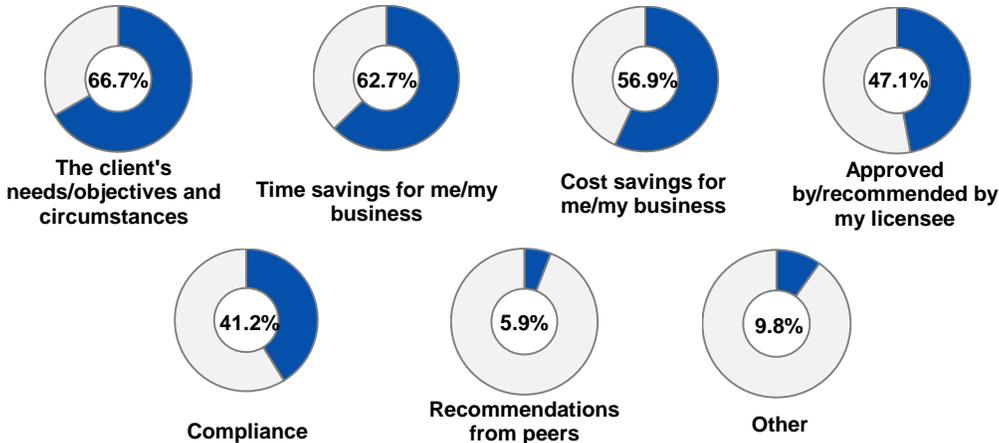


Users typically say managed portfolios have broad appeal and are suitable for a range of client types, including high net worth investors, passive investors and retirees.

What types of clients are better suited to managed portfolios?



What are your reasons for using managed portfolios for your clients?



*Multiple answers allowed

What do you think your clients find attractive about managed portfolios?



Usage driven by client needs and efficiency gains

The use of managed portfolios is largely driven by client considerations, with two thirds (66.7%) of users saying that the client’s needs, objectives and circumstances drive the use of managed portfolios. The use of managed portfolios is therefore consistent with the focus on clients that the majority of advisers cite as their business objective this year.

Users perceive that clients find managed portfolios to be attractive for a number of reasons. The most commonly perceived benefits are access to investment management expertise (72.5%), beneficial ownership of listed securities/assets (64.7%) and comprehensive portfolio administration and reporting (60.8%).

Interestingly, tax efficiency and portability, two key benefits of managed portfolios that are unique to this type of investment vehicle, are less commonly cited (35.3% and 23.5%), suggesting that advisers and clients may not have a full appreciation of the benefits of managed portfolios.

The use of managed portfolios is also strongly influenced by the potential benefits to the adviser and their business. More than three in five (62.7%) users attribute their usage to time savings and more than half (56.9%) cite cost savings. The use of managed portfolios therefore supports the focus on efficiency gains, one of the key business objectives among advisers this year.

Furthermore, close to half (47.1%) use managed portfolios for their clients as they are approved by or recommended by their licensee, with users in aligned licensees being twice as likely as their IFA counterparts to use managed portfolios for this reason (66.7% vs. 33.3%).

Benefits of managed portfolios

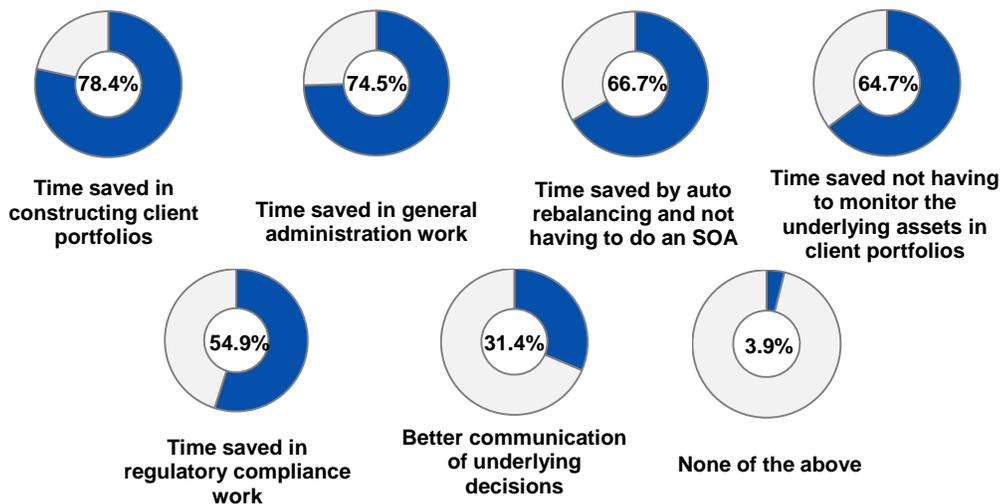
Users save more than 100 hours a year on administration and compliance

The benefits of managed portfolios extend beyond clients and include the adviser and their business. While the way in which users and non-users spend their time is largely similar, there are notable differences that highlight the benefits of managed portfolios to the adviser and their business.

On average, it was found that users spend less time than non-users on compliance documentation and preparing statements of advice and records of advice. As a proportion of a typical working week, users spend 8.8% of their time on compliance documentation and 8.1% of their time on preparing SOAs and ROAs, compared to 10.6% and 10.8% respectively among non-users.

Beyond these findings however, this paper seeks to quantify the time savings that users have experienced as a result of their use of managed portfolios, as well as the resulting time gained that is spent on more productive and revenue-generating activities that could drive business growth. While the differences in time may seem minimal on a weekly basis, the advantage that users have over non-users will compound and result in substantial efficiency and revenue gains over time.

Which of the following have you experienced from using managed portfolios compared to other investment approaches?

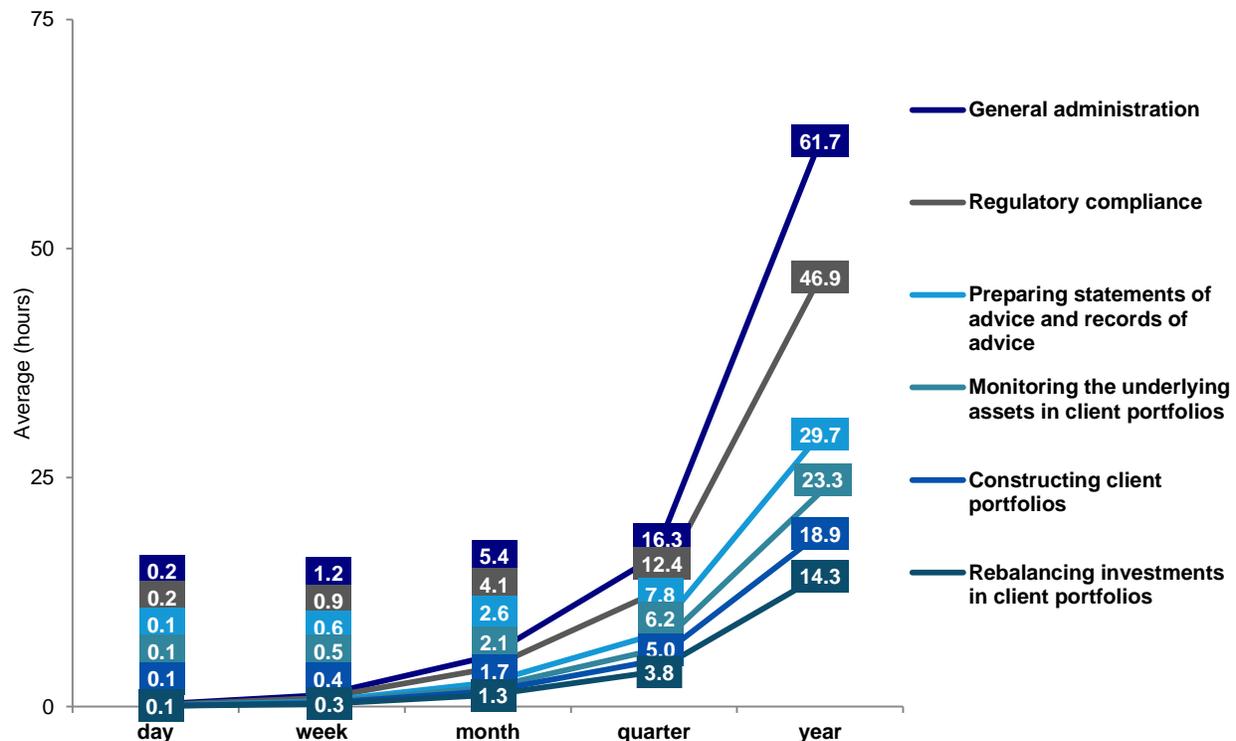


*Multiple answers allowed

As a result of using managed portfolios, the large majority of users claim to have experienced time savings in portfolio construction or general administration work (78.4% and 74.5% respectively). Around two thirds say they have saved time in not having to do an SOA due to auto rebalancing or not having to monitor the underlying assets in client portfolios (66.7% and 64.7% respectively), while more than half (54.5%) claim to have experienced time savings in regulatory compliance work.

Of those users claiming to have saved time in general administration work, close to two in five (36.8%) say the reduced burden has led to a reduced administration headcount in their business.

Compared to when you did not use managed portfolios for your clients' investments, approximately how much LESS of your typical working week do you spend on the following tasks as a result of the time saved from using managed portfolios?



Overall, managed portfolios have saved users an average total of 3.9 hours a week or 194.8 hours a year on non-revenue generating activities (equivalent to approximately 10% of a typical working week).

On average, users claim to have saved 2.1 hours a week or 108.6 hours a year (equivalent to 2.7 working weeks) on administration and compliance tasks as a result of using managed portfolios for their clients' investments.

While these time savings may not seem significant, separate CoreData research carried out in 2014 found that on average, administration and compliance tasks make up 29.9% of an adviser's time – or nearly 12 hours a week. Furthermore, that same research found Australian advisers on average spend 4.8% more time on administration and 5.7% more time on compliance tasks than their international counterparts, or 3.7 more hours a week¹.

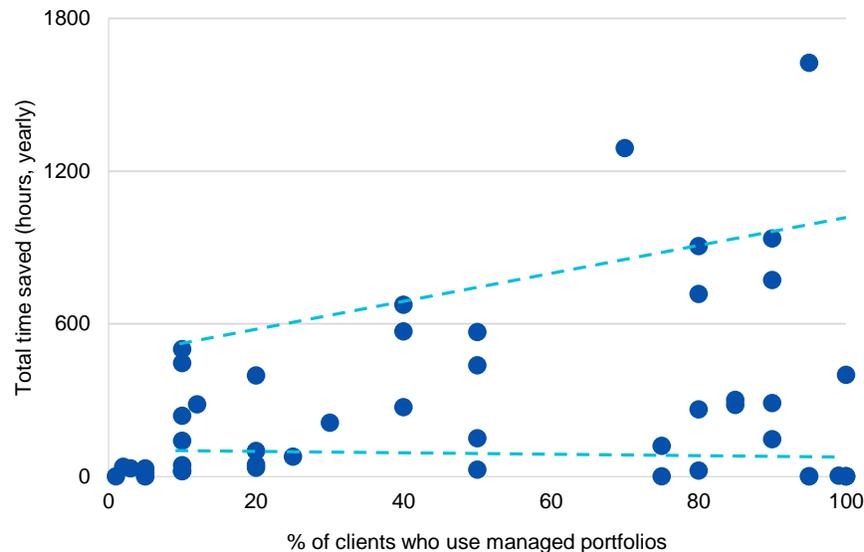
Using managed portfolios reduce the time advisers spend on administration and compliance tasks, time which can then be used on more productive revenue-generating activities.

In addition to reduced time spent on administration and compliance tasks, the time saved from using managed portfolios also extends to activities related to managing client investments. On average, users

¹ Adviser Business Efficiency Report, CoreData, 2014

spend less time preparing SOAs and ROAs (29.7 fewer hours a year), monitoring the underlying assets in client portfolios (23.3 fewer hours a year), constructing client portfolios (18.9 fewer hours a year) or rebalancing investments in client portfolios (14.3 fewer hours a year).

Compared to when you did not use managed portfolios for your clients' investments, approximately how much LESS of your typical working week do you spend on the following tasks as a result of the time saved from using managed portfolios?



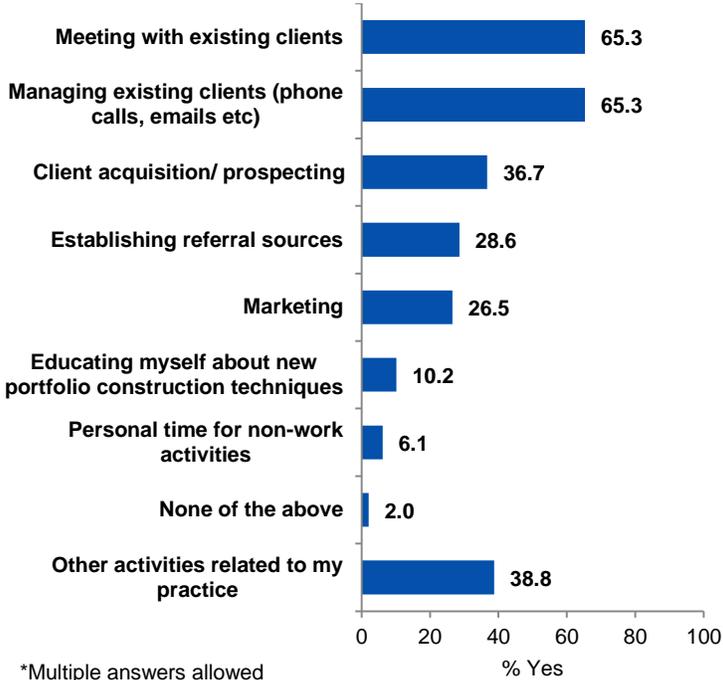
The scope for time savings to the adviser grows as managed portfolios are rolled out to a greater proportion of the adviser’s client base. However, not all advisers are extracting the same level of benefits. It is likely that some of these users are still in the initial adoption phase and that the real dividends have not yet surfaced (e.g. rebalancing without creation of a statement of advice). There will also be changes to practice operations that need to be implemented if advisers are to access the full benefits and times savings associated with managed portfolios.

Users could earn an extra \$31k a year from greater client interaction

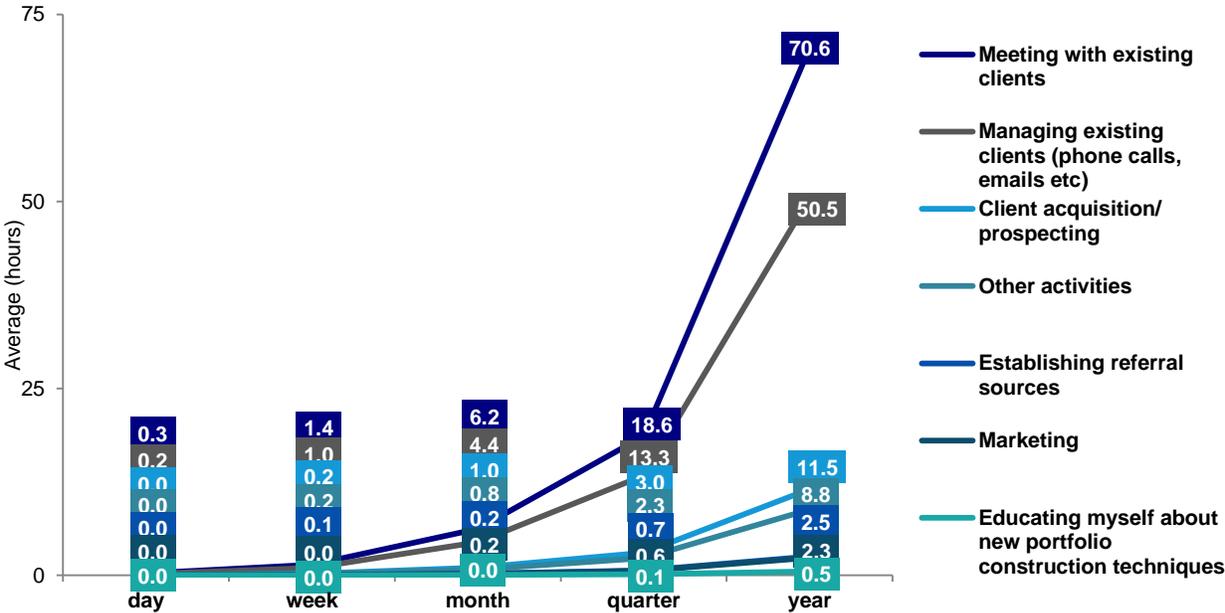
The time saved on various tasks attributed to using managed portfolios means users are able to spend more time on revenue-generating activities that could grow their business. Nearly two thirds of users say with the time saved from using managed portfolios, they spend more of their time managing existing clients or meeting with existing clients (both 65.3%).

Close to two in five (36.7%) spend more time on client acquisition/prospecting, close to three in 10 (28.6%) spend more time establishing referral sources, while more than a quarter (26.5%) spend more time on marketing.

With the time saved from using managed portfolios, what other activities do you spend more of your time on?



Compared to when you did not use managed portfolios for your clients' investments, approximately how much MORE of your typical working week do you spend on the following tasks as a result of the time saved from using managed portfolios?



Overall, users spend an extra 2.9 hours a week or 146.7 hours a year on more productive activities. Notably, using managed portfolios have enabled users to take 1.0 hour a week or 48.1 hours a year off work, which is likely to enhance work-life balance and reduce the likelihood of burnout, which represents a risk for nearly two thirds (64.4%) of those working in financial and insurance services².

On average, users spend an extra 2.4 hours a week or 121.1 hours a year (equivalent to 3.0 working weeks) meeting with existing clients or managing them through phone calls or emails, translating to potential extra revenue of \$615.94 per week or \$30,796.76 a year.

The increased time spent meeting with existing clients and managing existing clients as a result of using managed portfolios is likely to lead to greater client engagement and even greater revenue gains in the future via long term client retention. Separate CoreData research found that direct contact frequency is strongly linked to engaging and maintaining advice relationships with clients and that length of advice relationship is not an indication of future retention³. Users therefore have an advantage compared to non-users in fostering client engagement and loyalty.

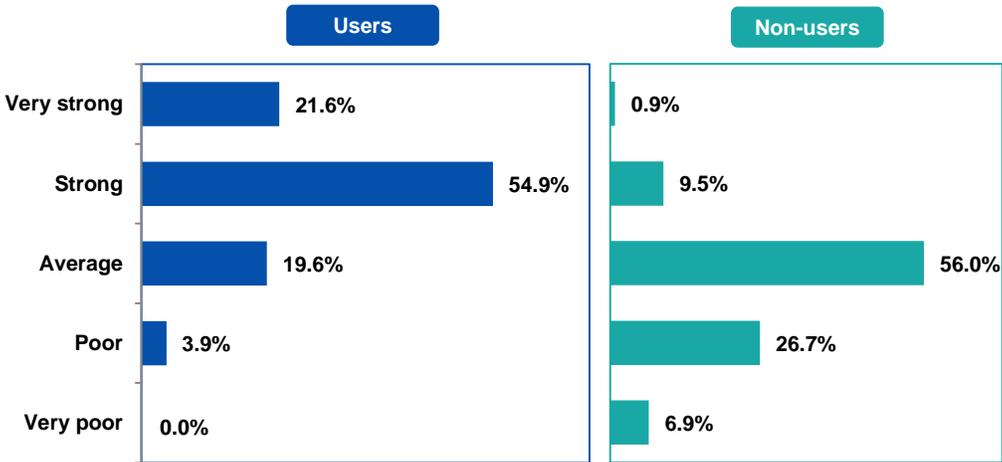
Overall, these findings demonstrate the commercial benefits of using managed portfolios to the adviser and their business and support the focus on clients that the majority of advisers cite as a business objective this year. However, advisers need the appropriate education and support to better realise the benefits of managed portfolios to them and their business.

² Business Leadership Report, Bankwest, May 2015

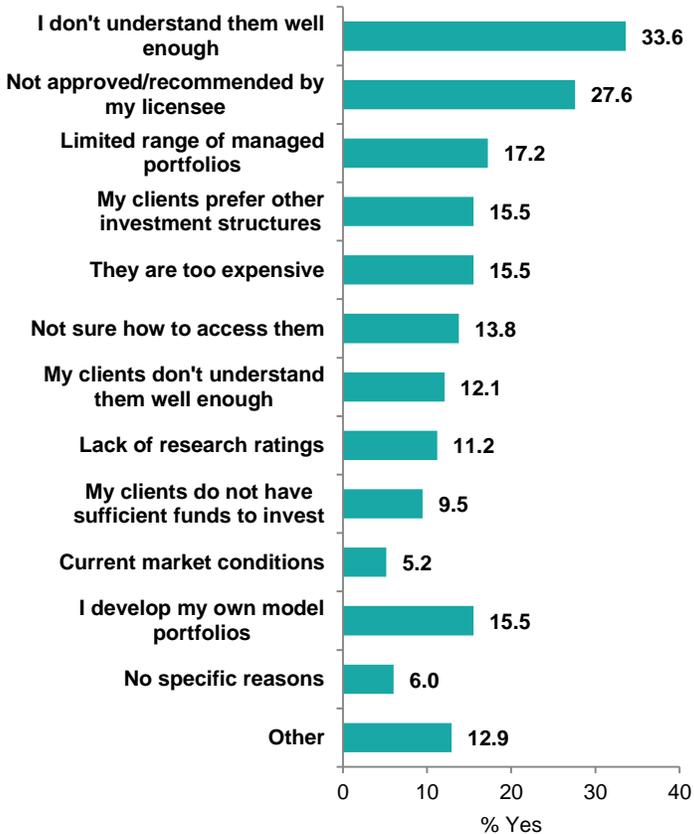
³ Keys to Growth Report, CoreData, 2014

Barriers to usage

How would you rate your knowledge of managed portfolios?



Why have you not used managed portfolios for your clients' investments?



Adviser-focused and client-focused education could increase take up

Despite the quantifiable benefits of using managed portfolios, a range of barriers are preventing non-users from using managed portfolios – a key barrier being knowledge and understanding.

Users are far more likely than non-users to rate their knowledge of managed portfolios as ‘strong’ or ‘very strong’ (76.5% vs. 10.4%). On the other hand, one third (33.6%) of non-users rate their knowledge of managed portfolios as ‘poor’ or ‘very poor’, while more than half (56.0%) rate theirs as ‘average’.

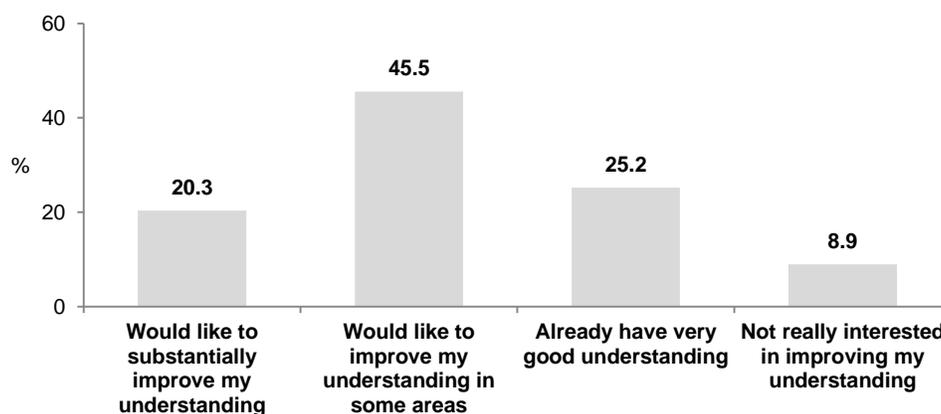
One third (33.6%) of non-users also say they have not used managed portfolios for their clients’ investments because they do not understand them well enough.

Greater use of managed portfolios among advisers is therefore hampered by poor knowledge and understanding of managed portfolios among a large proportion of non-users. This presents growth opportunities for managed portfolio providers through greater adviser-focused education efforts.

More than one quarter (27.6%) of non-users say their licensee does not approve or recommend the use of managed portfolios. Working with licensees to demonstrate the benefits of managed portfolios to the adviser, their business and their clients is therefore another growth avenue for managed portfolio providers.

Other barriers include clients preferring other investment structures, managed portfolios being perceived as too expensive (both 15.5%) and clients not understanding managed portfolios well enough (12.1%). These barriers suggest a need for advisers to embark on greater client-focused education efforts, particularly on the value of using managed portfolios to the client.

How much would you like to know more about managed portfolio features, their benefits and how they work?



Adviser desire for education on managed portfolios is also strong, with close to two thirds (65.8%) of respondents saying they would like to substantially improve their understanding of managed portfolios or to improve their understanding of managed portfolios in some areas.

Advisers need help positioning managed portfolio benefits with clients

When asked about what would help them to better position the benefits of managed portfolios to their clients, users commonly suggested providing more information that explain what managed portfolios are, their benefits, the underlying investments and the associated costs.

"A one pager stating clearly the benefits of managed portfolios, the underlying investment options of the managed portfolio account(s) and the costs associated with the portfolio. Transparency of all relevant information is very important for our clients." (Female, Count Financial, A financial planner)

"Flyer for each manager with detailed explanation of value-add and research ratings." (Male, Own AFSL, A financial planner)

"More information about underlying assets within the managed portfolios to assist clients to understand the strategies/assets being employed for them, and help them take more ownership of their managed portfolios." (Male, MLC/Garvan Financial Planning, A financial planner)

"Some info on the total industry investments in them. This helps reassure clients that plenty of other people use them." (Male, MLC/Garvan Financial Planning, A practice principal (financial planner))

"Comparison tools to other ways to access funds. Simple information (factual) brochures. Performance history and fee comparisons." (Male, Charter Financial Planning, A practice principal (financial planner))

"Historical returns data tool - something where I can enter the recommended portfolio and demonstrate how it has performed over the last 1, 3 and 5 years so that this can be compared to their current portfolio and so assist in demonstrating the real value." (Female, Securitor, A practice principal (financial planner))

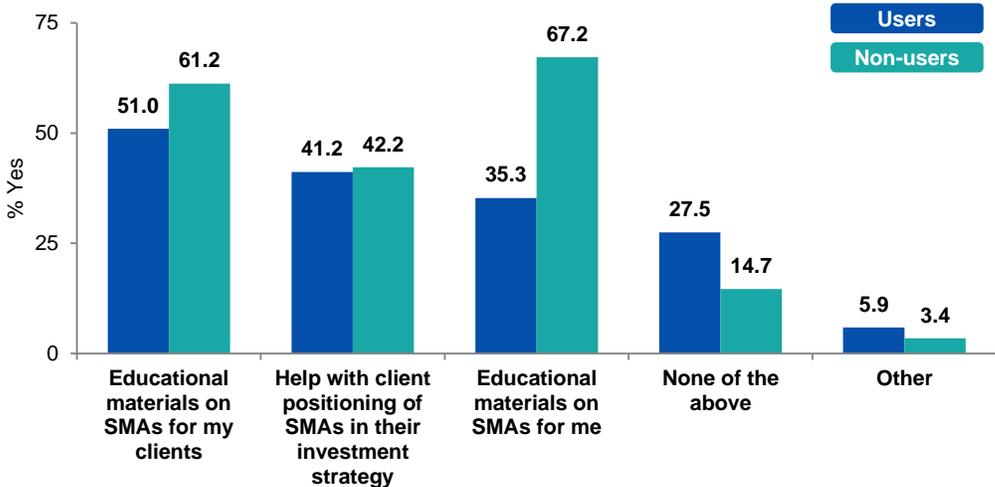
"Online calculators or applications that can demonstrate how these products can work with a client's existing portfolio to provide better result outcomes to meet there needs & objectives." (Male, Own AFSL, A practice principal (financial planner))

"Side-by-side comparison of the structures pros and cons. Some clients would find the transparency and tax position of value, however in my experience clients are more willing to pay for strategy advice to maximise the probability of them achieving their desired outcomes. The investments are important but are just a cog in the overall process." (Male, Own AFSL, A practice principal (financial planner))

"Worked examples of portfolios over a 12-month or multiple-year period. This should also focus on what fees are paid in brokerage. I can never get a clear answer on brokerage costs, which depending on the trades may potentially be higher than we expect....and certainly higher than clients would like." (Male, PATRON Financial Advice, A practice principal (financial planner))

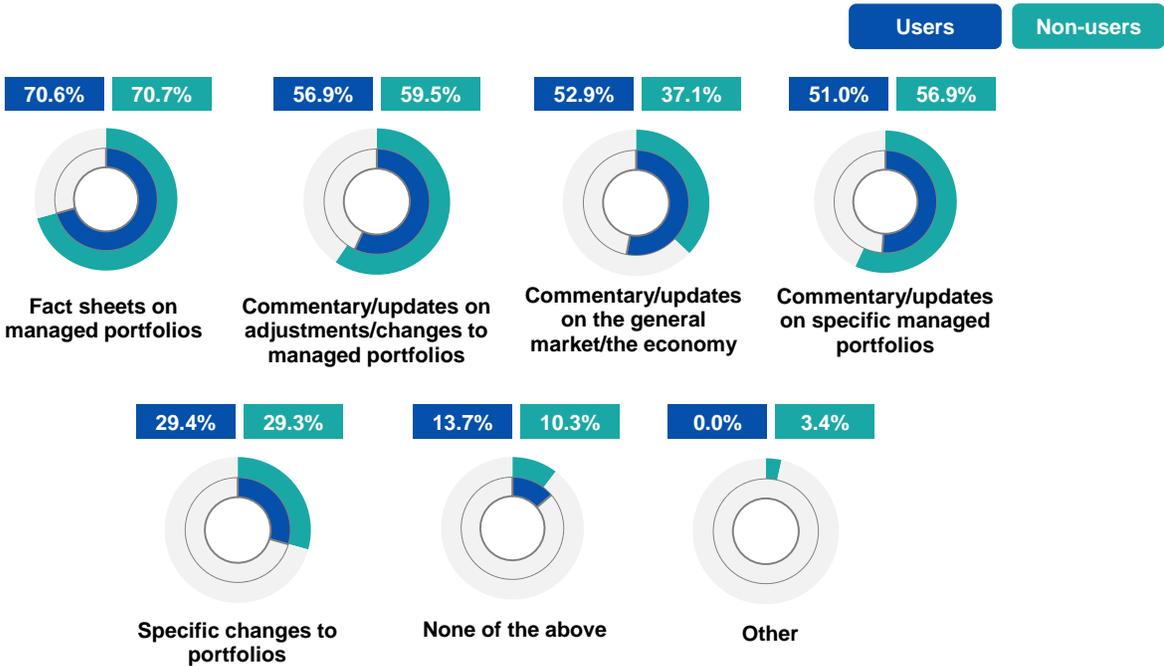
Non-users have suggested the use of comparison tools to demonstrate portfolio performance and how managed portfolios can fit within a client’s existing portfolio.

Which of the following would you like product providers (SMA platforms) to provide you?



*Multiple answers allowed

Which of the following would you like model providers to provide you?



*Multiple answers allowed

Advisers want educational materials from SMA platforms

Advisers have certain expectations from product providers (separately managed account platforms) to help them in 'selling' the benefits of managed portfolios to clients.

More than half (51.0%) of users and more than three in five (61.2%) non-users would like their product providers to provide them with educational materials on SMAs for their clients. Furthermore, around two in five users and non-users (41.2% and 42.2% respectively) would like product providers to help them in client positioning of SMAs in their investment strategy.

However, advisers would also like product providers to help them improve their knowledge and understanding of managed portfolios, with more than a third (35.3%) of users and more than two thirds (67.2%) of non-users citing that they would like to be provided with educational materials on SMAs.

These materials could lead to greater take up of managed portfolios among advisers, given that as discussed previously, poor knowledge and understanding is a key barrier to greater usage of managed portfolios by advisers.

Advisers would like these materials to come in several forms, with the most commonly cited being fact sheets on managed portfolios (70.6% of users and 70.7% of non-users) and commentary/updates on adjustments/changes to managed portfolios (56.9% of users and 59.5% of non-users).

More than half (52.9%) of users would like model providers to provide them with commentary/updates on the general market/the economy, compared to less than two in five (37.1%) non-users. More than half of users and non-users would like model providers to provide them with commentary/updates on specific managed portfolios (51.0% and 56.9% respectively).

The majority of users and non-users would like model portfolio providers to provide fact sheets on managed portfolios and inform them on specific managed portfolios and the general market/the economy on a monthly or quarterly basis. On the other hand, the vast majority of users and non-users would like to learn of specific changes to portfolios on a monthly basis or ideally, weekly or fortnightly.

Conclusion

Managed portfolios offer a range of benefits to clients, advisers and their business. However, poor understanding is impeding broader take up and suggests the need for further education from managed portfolio providers about what they are and how they can be used to manage client portfolios more efficiently.

Managed portfolios enable users to save time on non-revenue generating activities, particularly administration and compliance tasks, and reallocate this time to revenue-generating activities that aid business growth. These revenue generating activities include meeting with and managing existing clients and prospecting activities seeking new clients.

Importantly, the use of managed portfolios allows advisers to focus more on clients and hence achieve the key business objectives of the majority of advisers this year – managing existing clients and acquiring new clients.

While there are clear and tangible benefits from a time, cost and revenue perspective for advisers employing managed portfolios within their business, users and non-users require ongoing support and education from product and model providers. These need to focus on better positioning the benefits of managed portfolios to clients, better realising the benefits of managed portfolios to the adviser and their business, and in the case of non-users, improving their own knowledge and understanding.

Increased use of managed portfolios among advisers should lead to greater efficiency and profitability for adviser businesses and more engaged clients, which will raise the profile and reputation of the advice profession. This is particularly critical given the ongoing administration and compliance burden advisers face in complying with the regulatory and legislative framework underpinning the sector.

Demographic Tables

Gender	
	Percent
Female	17.4
Male	82.6
Total	100.0

State	
	Percent
ACT	1.2
NSW	34.7
NT	0.6
Qld	19.8
SA	6.6
Tas	1.8
Vic	25.7
WA	9.6
Total	100.0

Role	
	Percent
A financial planner	46.1
A risk adviser	1.2
A practice principal (financial planner)	46.7
A practice principal (risk adviser)	1.2
A practice principal (non-practising)	1.2
An SMSF adviser/specialist	3.6
Total	100.0

Size of Practice by:	
	Average
Authorised representatives	3
Clients	480
Administration and support staff	3

Years:	
	Average
Advising clients	19
Using managed portfolios in client's investment	9

Licensee			
	User	Non-user	Overall
Own AFSL	35.3	9.6	17.6
AMP Financial Planning	3.9	7.9	6.7
ANZ Financial Planning	0.0	0.9	0.6
Aon Hewitt Financial Advice Ltd	0.0	1.8	1.2
Apogee Financial Planning	0.0	0.9	0.6
Bridges Financial Planning	0.0	2.6	1.8
Charter Financial Planning	2.0	6.1	4.8
ClearView	2.0	0.9	1.2
Commonwealth Financial Planning	0.0	2.6	1.8
Consultum Financial Advisers	0.0	0.9	0.6
Count Financial	3.9	4.4	4.2
Crowe Horwath Financial Advice	0.0	0.9	0.6
DKN/Lonsdale Financial Group	0.0	3.5	2.4
Dover Financial Advisers	2.0	2.6	2.4
Financial Services Partners	0.0	3.5	2.4
Financial Wisdom	2.0	0.9	1.2
Fortnum Financial Advisers	3.9	0.0	1.2
Futuro Financial Services	3.9	0.0	1.2
Godfrey Pembroke	0.0	1.8	1.2
GPS Wealth	0.0	0.9	0.6
Guardian Financial Planning	0.0	1.8	1.2
Hillross Financial Services	0.0	4.4	3.0
ipac Financial Planning	2.0	1.8	1.8
Magnitude	0.0	0.9	0.6
Matrix Planning Solutions	0.0	0.9	0.6
Millennium3 Financial Planning	3.9	2.6	3.0
MLC/Garvan Financial Planning	9.8	0.0	3.0
Morgans	0.0	0.9	0.6
National Australia Bank Financial Planning	0.0	1.8	1.2
Paragem	2.0	0.9	1.2
PATRON Financial Advice	2.0	0.9	1.2
Professional Investment Services	2.0	0.9	1.2
RI Advice	2.0	1.8	1.8
Securitor	0.0	8.8	6.1
Shadforth Financial Group	0.0	0.9	0.6
Suncorp Financial Planning	2.0	0.9	1.2
Synchron	2.0	1.8	1.8
Wealthsure	0.0	2.6	1.8
Westpac Financial Planning	0.0	1.8	1.2
Other	13.7	11.4	12.1
Grand Total	100.0	100.0	100.0

About CoreData Research



CoreData Research is an international specialist financial services research and strategy consultancy headquartered in Sydney, Australia. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia and Europe.

CoreData Group has operations in Australia, the USA, the UK, Singapore, South Africa, Malta, Mexico and the Philippines.

The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business-to-consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

CoreData Research prides itself in identifying market trends at the earliest opportunity and formulating insightful quantifiable research that clients can use to help them stay ahead of the market and better meet the day-to-day challenges facing their businesses.

Our focus is on bringing deep market knowledge to research and strategy development. The group's research is not just about information and data but at providing insight so clients can develop strategies that work.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. The group conducts regular research in banking, mortgages, retail saving, pensions, asset management and the financial advisory sector. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution.

The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend. CoreData also has the ability to produce tailored research that speaks to a client's particular need is flexible and broad yet retains a specialist focus.

- **Research to promote client market presence:** We produce primary research and insight for groups to use to promote their brands, ideas, products and services. Independent findings support brand awareness exercises in the media and bolster public relations messages.
- **Client branded white papers:** Client demand for thought leadership and desire to be seen as engaging in industry debate, issues and challenges is fuelling a greater need for CoreData to produce white papers. Our financial services experience, research capabilities and design skills allow us to deliver efficient, insightful and robust client solutions.
- **Client/competitor benchmarking & satisfaction:** This research enables businesses to measure their success at servicing clients, and how they perform relative to competitors across a range of metrics and variables. Examples include: Service level experience of clients, product performance comparisons, and functionality analytics.
- **Strategy quantifying business opportunities:** Markets are never static and clients regularly require insight and analysis to remain up to date and be able to quantify opportunities, risks and developments in the areas they operate.
- **Product testing & development:** These services cover any part of the value chain in terms of target client – from banks to high net worth investors. It includes primary data collection and interpretation and can carry the client all the way through from initial concept development to creating a go-to-market approach.
- **Market dynamics & shifting trends:** What is new and what is next? CoreData provides clients with services to help them with market entry intelligence, industry dynamics, regulatory impact on markets and future market needs and developments.

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