

PRESS RELEASE

BANKHALL SURVEY REVEALS MORE ADVISERS ARE DIVERSIFYING AS CREDIT CRUNCH BITES

Bankhall's member survey has revealed that its IFA members have moved away from being specialised in one area to becoming General Practitioners that can offer customers a holistic financial planning service.

The November 2008 survey results were compared with those of 2007 and revealed that 55% of 2008 respondents consider themselves to be General Practitioners compared with 33% of 2007 respondents.

Managing Director IFA Services David Golder said

"IFAs are by their very nature a resilient bunch and it came as no surprise to us that there has been a move towards being a General Practitioner. In the current climate it has become even more important to offer confused consumers a holistic financial planning service. We see this as further evidence that IFAs are transitioning their business models."

ENDS/

For further information, please contact:

Nicola Pike, Head of Marketing

The Bankhall Media Line: 07919 537 992

Notes to Editors

- In a September 2008 member survey, 96% of respondents said that they would recommend Bankhall to another IFA (based on 506 responses).
- The average Bankhall member is male and 45 years old.
- Reflecting the wider IFA community, 78% of Bankhall member firms have between 1 and 5 Advisers working for them.
- Bankhall is a provider of support services, not a network. Established in 1993, it provides many of the benefits associated with a network, including compliance, technical and software support, but without the strings attached.
- Bankhall is authorised and regulated by the Financial Services Authority.
- With its base in Altrincham, Cheshire, Bankhall is now one of the largest suppliers of support services to financial advisers in the UK, with some 2,500 member firms comprising of more than 8,000 advisers.

bankhall®

Bankhall Investment Associates Limited (BIA) is a company registered in England and Wales with Company No. 2785381 and registered office at The Southmark Building, 3 Barrington Road, Altrincham, Cheshire WA14 1GY. Bankhall® is a registered trademark of Bankhall Investment Management Limited (a company registered in England and Wales with Company No. 2052824 and registered office as above) and is a trading style of BIA and other companies in the Bankhall group. Bankhall Investment Associates Limited is authorised and regulated by the Financial Services Authority under number 164877.

Issued by Bankhall Investment Associates Limited.
The Southmark Building, 3 Barrington Road, Altrincham, Cheshire WA14 1GY
T: 0845 003 0400 F: 0845 003 0401 E-enquiries@bankhall.co.uk W: www.bankhall.co.uk