

## Press Release

### Abolition of survivors' pension requirement

5th June 2008

A J Bell's SIPPcentre has just released SIPP Market Cost Comparisons, highlighting the very significant SIPP wrapper pricing differentials between a variety of different SIPP providers.

CoreData Research was commissioned to verify the charges of a number of SIPP providers in a variety of key potential scenarios. There are 5 case studies where the total SIPP administration costs over the first two years are compared. In all cases SIPPcentre's costs are shown to be extremely competitive with the most expensive comparable SIPP costing between 75% and 230% more than SIPPcentre, depending on the scenario.

A J Bell Group Chief Executive Andy Bell commented, "The fact that SIPPcentre leads the way on price in the examples is academic. We don't aim to be the cheapest, just the most efficient. The fact that we choose to convert these efficiencies into lower prices rather than bigger profits is a commercial decision we have made in order to maintain and increase our market share in a controlled manner".

Bell continued, "We could have looked at other examples, where investments are into internal funds of the SIPP provider. However, any results would have been clouded by cross subsidy between pension and investment costs. The examples we have shown have all been chosen with external investments where cross subsidies do not exist."

Fergus Lyons, Group Commercial Director added, "We are astonished at the results and believe that our repositioned SIPPcentre product will beat the competition hands down on a combination of charges, flexibility, service delivery and online reporting functionality".

For general enquiries, advisers should contact the SIPPcentre Adviser Support Team on 0870 758 8859 or e-mail enquiry@sippcentre.co.uk

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#### Notes for Editors

Pictures available here or by contacting [kirsty.zollinger@ajbell.co.uk](mailto:kirsty.zollinger@ajbell.co.uk)

Kirsty Zollinger - Sales & Marketing Manager  
[kirsty.zollinger@ajbell.co.uk](mailto:kirsty.zollinger@ajbell.co.uk)

Billy Mackay - Marketing Director  
07525 236 580  
[billy.mackay@ajbell.co.uk](mailto:billy.mackay@ajbell.co.uk)

Andy Bell - Chief Executive  
07973 137 272  
[andy.bell@ajbell.co.uk](mailto:andy.bell@ajbell.co.uk)

Our customer proposition - Market leading, low cost, transparent, service, value, choice, leading functionality, integrity, award winning.

Our business - Market leaders, growing, innovative, own intellectual property, profitable, stable, we don't provide advice or investment management.

Established in 1995, A J Bell Group specialises in providing administration, trustee and actuarial services for SIPP and SSAS.

The A J Bell Group is now one of the largest SIPP trustee and administrators in the UK with in excess of 32,000 individual SIPPs and assets under administration exceeding £8bn. It provides third party SIPP administration services for Barclays Stockbrokers, Halifax Share Dealing, Skandia Life and E\*Trade.

Recent research by CoreData Research places SIPPcentre alongside Standard Life as advisers' two most preferred SIPPs.

A J Bell Group have won an array of prestigious industry awards recognising our reputation for leading products and services. A J Bell Group products include SIPPcentre, Sippdeal, Sippdealxtra and A J Bell.



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