

Press release

Shift to online dealing sees Sippdeal slash online dealing commission to a flat £9.95

1 December 2009

A J Bell, the UK's largest privately owned provider of self administered pensions and stockbroking services, today announces that it has reduced online dealing commission for Sippdeal, its no advice SIPP, to a flat £9.95. Previously, online dealing costs had varied between £9.95 and £29.95 depending on the size of the deal.

Sippdeal is the only SIPP that has no charge for establishment, annual administration, transfers in or payment of regular and single contributions. With its flat £9.95 online dealing commission, Sippdeal is now the most attractively priced option for active online SIPP clients in the market.

A charge comparison of the leading no advice SIPPs is shown below.
(Comparison as at 12th November 2009).

	Sippdeal	Hargreaves Lansdown	James Hay E-SIPP										
Establishment	Nil	Nil	Nil										
Annual Administration (pre benefit crystallisation)	Nil	Nil (for investments that do not pay HL renewal commission, an annual fee of 0.5% + VAT up to a maximum of £200 + VAT will be charged monthly in arrears)	Nil										
Transfers in	Nil	Nil	£50 for each transfer										
Regular contributions	Nil	Nil	£50 to set up payments										
Single contributions	Nil	Nil	£50 for each contribution										
Online Dealing	£9.95	<table border="0"> <tr> <td>£0 - £499</td> <td>£9.95</td> </tr> <tr> <td>£500 - £1999</td> <td>£14.95</td> </tr> <tr> <td>£2000 - £3999</td> <td>£19.95</td> </tr> <tr> <td>£4000 - £19999</td> <td>£24.95</td> </tr> <tr> <td>£20000+</td> <td>£29.95</td> </tr> </table>	£0 - £499	£9.95	£500 - £1999	£14.95	£2000 - £3999	£19.95	£4000 - £19999	£24.95	£20000+	£29.95	£14 per trade if through Abbey Sharedealing
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£2000 - £3999	£19.95												
£4000 - £19999	£24.95												
£20000+	£29.95												

Note – charges may apply in addition to those listed above for deals instructed by telephone or where paper documentation is required to be completed. Further administration charges apply when benefits are payable. Full details of Sippdeal's charges are available on our website www.sippdeal.co.uk.

Billy Mackay Marketing Director, A J Bell says:

“With billions of pounds moving online to SIPP platforms in recent years and more and more people taking an active interest in managing their retirement funds it makes sense that clients will have a stronger appetite for low charges and easier access to their pension fund information. This is clearly demonstrated with 92% of our Sippdeal clients now carrying out their dealing activity online. The efficiencies that this has created have allowed us to reduce our online dealing charges to a market leading fixed fee.”

Andy Bell, CEO of A J Bell says, “Our SIPP clients are a joy to deal with. They log on, deal online and are very low maintenance. It is only right that we pass on some of our cost savings to our customers.”

END

Please note this document is intended for trade and national press individuals.

Notes for Editors

Pictures available by contacting kirsty.zollinger@ajbell.co.uk.

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A J Bell is the UK's largest privately owned SIPP provider and is continuing to grow rapidly in challenging capital markets. Invesco Perpetual and Midas Capital own 23% and 15% respectively of the share capital, the remainder being owned by Andy Bell and the management team.

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

A J Bell is now the largest privately owned provider of self administered pensions and institutional stockbroker services in the UK, with in excess of 40,000 individual SIPPs and assets under administration exceeding £8.4bn. It provides third party SIPP administration services for Barclays Stockbrokers, Halifax Share Dealing, Skandia and E*Trade.

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.

Research by CoreData Research places Sippcentre alongside Standard Life as advisers' two most preferred SIPPs.

Moneywise have awarded Sippcentre the accolade of Best Low-Cost SIPP Pension Provider for the 5th consecutive year.

A J Bell has been announced as the winner of the 2009 Best SIPP Provider award at the Professional Pension Awards and more recently picked up Best SIPP Provider at the Moneyfacts Investment Life & Pensions Awards.



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. A J Bell Securities Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority.

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