

WHAT ADVISERS WANT FROM PRODUCT PROVIDERS

3 KEY INSIGHTS:

1 STRONG INVESTMENT PERFORMANCE

74%

clearly outranks

PRICE 55%

for advisers as the **most important factor** when it comes to selecting an investment firm.

Having a good range of solutions and ease of doing business aren't a serious consideration for almost two thirds of the advisers we asked.

2 EVENTS AND CONFERENCES

are definitely advisers' **preferred method** to access useful information from investment firms –

70%

Less than a half of advisers say they use newsletters

47%

with even fewer using podcasts (12%) and blogs (10%)

3 EMAIL IS STILL HOLDING ITS OWN

as the favoured way for over half

54%

of advisers to receive information from asset managers.

Social media is still struggling to find its place in the communication mix with a large majority of advisers

66%

 saying they don't use it.

2112

If you want to hear more about the research and how 2112 could help you communicate effectively with advisers, call Phil Hawkins on **+44 (0)20 7680 6571** or email **phil.hawkins@2112comms.com**