



press release

Released for: **Investment Sense**

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Investment Sense gives consumers unprecedented access to SIPP information

The problem: There is a lack of information, easily accessible by consumers, on SIPPs. Where can the consumer compare the charging structure or investment flexibility of a range of SIPPs? Where can a list of SIPPs which offer say Flexible Drawdown, or allow you to buy property or a specific investment be found?

We've certainly not found such a website and we believe that in this day and age consumers want, and should not be denied more financial information.

The solution: SIPP Zone, launched on 12th September, will address both these issues; it will contain:

- ✓ **SIPP Tables** Giving in depth information on the charging structure and investment flexibility on a wide range of SIPPs
- ✓ **Help choosing your SIPP** A range of lists showing who does what, making it easier for SIPP consumers to narrow down their search for the right SIPP
- ✓ **Deposit accounts for SIPPs** A comprehensive best buy table for 'SIPPable' deposit accounts
- ✓ **Case Studies** SIPP consumers will be able to see how a SIPP can help them through real life and example case studies
- ✓ **Technical Information** All the consumer needs to know about SIPPs

SIPP Zone can be found here: www.investmentsense.co.uk/sipp-zone/

Phillip Bray, Marketing Manager for Investment Sense said:

"More information leads to better financial decisions, and we wanted to plug a gap in the range of SIPP information available to the consumer.

Some people will be concerned we are giving away 'trade secrets', indeed we may be criticised by some quarters.

Do we care? Frankly, no. We still believe in the value of independent advice, but we also believe in making people's lives easier, for SIPP investors and those people thinking about taking out at SIPP the launch of SIPP Zone will certainly do that."

He continued "The information is free for all to use, there is not even a requirement to register on our site we therefore believe SIPP Zone is a truly exciting development for SIPP investors which will become invaluable in the decision making process."

Editor's Notes:

Investment Sense was founded in January 2011 and provides financial information for consumers and independent financial advice.

Based in Nottingham Investment Sense have clients throughout the UK serviced by our Independent Financial Advisers.

SIPP Zone was mentioned in an article by David Stevenson in the Financial Times on 10th September 2011, he said: "As far as I'm aware, it's the most exhaustive price comparison of its kind."

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