

AJ BELL LAUNCHES SERVICE TO EASE MANAGERS' ADMIN BURDEN



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AJ Bell Securities (AJBS) is seeking to lighten the administrative burden for wealth managers with the launch of a service labelled IMAS.

The new service includes a front office platform that fully integrates in real time with AJBS's core operational administration processing, allowing wealth managers to devote less time to back office functions and focus on the day-to-day management of portfolios.

AJBS has traditionally provided wealth management and stockbroking clients with dealing, research, settlement and custody services. The IMAS system integrates these services and goes beyond with a new front office interface that enables wealth managers to connect via a secure online portal to manage client portfolios.

The interface provides valuations, customer relationship management and portfolio management tools, including performance, modelling and rebalancing. Wealth managers can also perform trades, which are executed by the AJBS dealing team and updated in real time to client records.

AJBS, which currently has £6 billion in assets under

administration, can cover client and regulatory reporting according to the wealth manager's requirements, alongside CGT reporting with Isa plan management and Sipp administration within the AJ Bell Group.

Bob Trew, business development director at the firm, said: 'In essence, our IMAS service is a one-stop shop. We are offering a fully integrated front office and custody administration solution, allowing wealth managers to focus on client service.'

Charteris Treasury Portfolio Managers is the first firm to sign up to the service. The group's chief executive officer Ian Williams said: 'If you are a private client and you come to Charteris, you know that all your shares and cash are effectively being held in safe custody within AJ Bell. It is not just about performance but also security. It gives clients that added layer of extra comfort, as they know the largest custodian company is looking after their investments.'



Ian Williams: Signed up to the new scheme