

FinanceCube Press Comment

Churchouse becomes first full service online IFA

Churchouse Financial Planning is to offer the UK's first fully online financial adviser service.

The company already runs two websites for financial and pension advice.

However, Churchouse is undertaking further developments for the internet generation by adding technology that will allow clients online access to their portfolios.

Norwegian IFA technology company FinanceCube has been appointed to host the sites.

Sales director Philip Calvert said Churchouse was pioneering a fantastic opportunity to complement their established services.

"They are a typical high quality IFA firm but are quite determined to have a strong web process for clients who wish to

use the internet," he said.

Under the new scheme clients will pay for a financial plan from Churchouse after filling out a comprehensive online form. Churchouse will then return suggestions via email.

As well as being able to view pricing policies and investment portfolios, the websites will include daily data feeds from Morningstar and FT Interactive

Data to enable clients to undertake their own fund analysis.

"They can do what they wish with this information," said Mr Calvert. "They can ignore it, implement it themselves, or implement it through Churchouse."

The internet is the backbone of the majority of information communication, and the company this move to tap into the

online consumer to be popular.

"I asked a number of businesses how they would like to obtain financial advice, and 56 per cent said that if they could access information on financial planning online they would use it," said Mr Calvert.

FinanceCube now hopes fewer IFAs will be restricted to face-to-face service, and embrace the internet era.

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