



23 October 2008

## **MASTERCLASS: HARNESSING BUSINESS OPPS IN ADVERSE MARKETS**

Cofunds throws lifeline to advisers and their clients with a series of masterclasses on how to harness the business opportunities presented in times of turbulence.

The seminars are entitled Taking Action in Adversity and are being held in 14 towns in total. They set out to arm advisers with practical help with identifying the opportunities to build their business in current adverse markets. The seminars have been so well received by advisers that their run has had to be extended, with the final session taking place in London on 11 November.

Further seminars are scheduled for 2009.

The independent platform believes that now more than ever people will be looking to their adviser for reassurance and a clear picture of how they can protect their investments so has devised a programme to highlight where advisers can use management information (MI) garnered from the platform to better service their clients and at the same time build their business.

Cofunds Andy Creak, Managing Director, Sales & Distribution highlights the reason for holding the masterclasses now: "We realised there was a need for someone to take the lead and actually roll up their sleeves to get to the bottom of what options were available to advisers in these worrying times. We wanted to give advisers some practical advice on how they could use the MI available through Cofunds to realistically segment their clients and tailor their service as appropriate. And in so doing, build their business. We also felt it important to get the message out there that it is not all doom and gloom, and that even in turbulent times good business practice could lead to rewards – for advisers and crucially also their clients."

- **Ends-**

For further information please call:

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### **Notes To Editors**

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