

The logo for OBSR, consisting of the lowercase letters 'obsr' in a blue, serif font. To the right of the letters is a square grid of colored squares in shades of blue and purple, arranged in a pattern that tapers to the right.

Selector

**Making it easier to deliver
Good Advice**

The next generation in selection software On-Line

With ever greater concentration on Treating Clients Fairly there is an ever greater need to look through past performance and the ABI/IMA sectors to fully understand how investment funds are managed and how they can best be matched to a client's attitude to risk.

Unlike other systems, Selector is not designed around a database. Instead, it offers a unique combination of forward-looking qualitative research, advanced fund categorisation, product and charges data accessed through a client-specific selection process.

Selector gives you:

Access to Investment Research & Ratings

By sector and OBSR categorisation, IFAs can view Life, Pension, Multi Manager, OEIC and UT fund fact sheets and Ratings. In line with Client Suitability and Treating Customers Fairly, it is easy to select funds which reflect your view of specific clients' attitudes to risk.

Access to Product Information

Savings and Investment, Individual and Group Pensions and protection products can be viewed and compared.

Client Specific Research

By applying client attitude to risk to appropriate sectors and selecting product features weighted in line with the clients' preferences, ranked selections of providers and funds are produced. The weighting of preferences includes the IFA's view of provider service and the clients' needs between the investment, product features, charges and service elements.

Full Audit Trail

Based on the full process of product and qualitative fund selection all information is retained.

OBSR has been using its qualitative research methodology since 1994 and is well known by Fund Management Groups and Providers for the quality of the research process. Our knowledge and understanding of fund managers' objectives and processes is unsurpassed and this knowledge is now available as part of a client specific compliance orientated selection process. Contact with Fund Groups is on a regular and more frequent basis. For more information on the Research Methodology and Approach, please log on to www.obsr.co.uk and go to **Investment Approach**.

The Whitechurch Network Members Discount Offer

OBSR are pleased to be able to supply **Selector** to The Whitechurch Network members for **£50** + vat a month per user.

To find out more, please contact **Phil Lindsay**, OBSR Sales & Marketing Director on:-

Telephone: 020 7029 3681 dl or 020 7029 3660 sb

Email: info@obsr.co.uk - **Web site:** www.obsr.co.uk