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Online independent financial advice 'could become quicker'

September 13th, 2011

Investors looking for **online independent financial advice** should see services becoming increasingly fast in the near future.

According to research conducted by **Investment Trends**, a growing number of advisors are looking to use technology to speed up the distribution of their professional guidance.

Statistics compiled by the organisation found that 42 per cent of experts are planning to offer quicker pieces of advice more often thanks to developments in software and computing.

Senior analyst Recep Peker was quoted by Money Management as saying that financial advisors are particularly keen to make Statements of Advice (SOA) more efficient.

"The end to end process of producing a full SOA takes a whole day," he reportedly said.

Technology continues to play a pivotal role in the day-to-day business of independent financial advisors (IFAs) around the world.

Last week, IFA Life announced it had set up its Blue Sky support service, which is a private network aimed at helping IFAs.



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