

## netwealth aims to plug gaps in planner needs

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**By Matt Woodington | In Financial Planning**

Independent platform provider netwealth has launched a new online service for advisers providing more efficient back office capabilities to help cater for the requirements of the Future of Financial Advice reforms.

netwealth said that the 'next generation' service, which went live today, would enable advisers and licensees to white label the new site and reports to promote their own brand.

They can also access new features including online corporate actions, auto sell down profiles and tools to update client and account details through the website.

"We have reviewed the market over the last 12 months and believe we have delivered a clean intuitive and innovative service harnessing the latest web technology and usability," said Matt Heine, executive director, netwealth.

"We spend a lot of time talking to our clients and developing the tools they need and want and the onset of FOFA has meant priorities have changed over the last 12 months.

"As a result of this we are identifying gaps and finding solutions."

According to the Investment Trends Platform Report of 2010, netwealth is one of only three of Australia's 26 leading mastertrust and wrap platforms that is totally independent in not owning a distribution network of planners as well as being a product provider.

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