



Intelligent Partnership is pleased to announce that AiR has received accreditation from the Institute of Financial Planning (IFP), Sue Leech, Education Director at IFP, commented: "We are delighted to formally accredit the Intelligent Partnership's Alternative Investment Report. This is just the sort of quality, comprehensive report that helps our members to make informed decisions in this important area."

Since publication in February, AiR 2013 has been downloaded by over 1700 IFAs. It has been very well received amongst Financial Advisers, Intermediaries and Pension Companies. Intelligent Partnership was pleased to speak at the recent Association of Member-Directed Pension Schemes (AMPS) annual conference to present our findings from AiR.

The alternative investment marketplace has grown rapidly over the last five years, from less than 50 alternative investments in 2008 to over 250 today. And after more than 15 years of poor delivery from traditional strategies, there is a lot of investor interest in alternatives. However, the considerable growth in alternative investments witnessed last year is simply not sustainable and Intelligent Partnership anticipates that 2013 will bring about significant change in the industry.

Guy Tolhurst, Managing Director of Intelligent Partnership commented "Gaining accreditation from the IFP for AiR demonstrates our commitment to delivering balanced, informative and high quality content. With the sector growing as quickly as it has been, and understandably coming under increased regulatory

scrutiny, we felt that the time was right to bring all of the knowledge we have learned over the last five years into an industry report. Our intention is to combine this knowledge with our own research and help readers make informed decisions about where they want to take their alternative investment business in 2013".

The CII and IFP both recognise AiR for their respective CPD schemes, allowing readers of the report to claim 1 hour of structured CPD for each hour spent studying the report.



AMPS



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