

## Media Release

### BT'S *WRAP ESSENTIALS* RESPONDS TO CLIENT DEMAND

**EMBARGOED TO TUESDAY, 1 DECEMBER 2009**

Changing market conditions has seen *Wrap Essentials* revamp its platform offering in response to adviser and client demand for simpler products, quality investment options and easy administration.

*Wrap Essentials* allows advisers to provide cost effective services to clients with less complex investment needs. *Wrap Essentials* provides access to managed funds, insurance and margin lending in one secure online account.

Head of BT Wrap, Chris Freeman, said adviser demand for easy access to investment essentials for their 'wealth accumulator' and Gen X clients has driven the platform review.

"Given the recent volatile economic conditions, advisers are seeing more demand for simplicity – especially for their clients with less complex investment needs," he said.

"Ultimately, advisers want their business positioned for long-term growth, so platform providers need to provide a simple solution that is adaptable and can cater to this client segment.

"*Wrap Essentials* provides a platform service that caters to these clients and makes the adviser's job easier by reducing their administration time."

The *Wrap Essentials* enhancements include:

- 33 new funds, many of which are highly rated by vanEyk and Lonsec
- New asset classes, fund managers, and award winning multi-manager funds
- A new, simple start application process – a one touch process that places initial trades, sets up regular gearing and Regular Investment Plans in a single step
- A new simpler insurance application – just 11 questions for one million dollars cover
- All the processing power and administration expertise of its award-winning big brother.\*

Terry Millett, CEO of Newcastle Permanent said that for their clients who are just beginning their wealth building journey, *Wrap Essentials*' simplicity, choice and comprehensive reporting was in high demand.

"The new asset classes, fund managers and simpler insurance application process are being eagerly anticipated by our advisers," he said.

"Platforms can't be static – they need to adapt to changing investor needs as well as changing market conditions. It's great to see the adaptability of *Wrap Essentials* with these enhancements."

**For further information contact: Kate Gorman, Senior Media Relations Mgr BT Financial Group , 0402 348 820 / [kate.gorman@btfinancialgroup.com](mailto:kate.gorman@btfinancialgroup.com)**

## Media Release continued

### \* **About BT Wrap**

BT Wrap sits within the Super & Investment Solutions unit of BT Financial Group. BT Wrap's \$36 billion platform business attracts more than one in four investment dollars coming into the Australian platform market. BT Wrap won 'Best Investment Platform' at the 2009 Financial Review Smart Investor Blue Ribbon Awards and was voted the industry's 'Most Popular Primary Platform' in the 2008 Wealth Insights Adviser Trends report.

### **About Wrap Essentials**

BT Wrap Essentials is a simple and cost effective tool providing investors with a single point of access to over 80 managed funds, insurance and margin lending, in one secure online account. BT Wrap Essentials provides advisers with an effective tool delivering which assists them to easily and cost-effectively provide services to those of their clients with less complex investment needs. Advisers and investors also benefit from the experience and service and commitment to ongoing development that is delivered by one of Australia's largest wrap providers.