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Sealcorp changes its name to Asgard Wealth Solutions

Sealcorp Holdings, St George's platform and financial planning arm, has announced today it will change its company name to Asgard Wealth Solutions.

Chief executive officer Geoff Lloyd said the new name was chosen after extensive client research revealed the company's existing brand structure was too complex.

"Until now we have been operating four brands –Sealcorp, the Asgard platform, Securitor - the financial adviser dealer group - and Assirt Software," Mr Lloyd said.

"During a recent review, financial planners from across the industry told us that our existing brand structure was too complicated and difficult to explain to investors.

"Planners told us we could make their jobs easier by simplifying our brand structure and raising awareness of who we are.

"As such, the name Sealcorp Holdings will be retired and replaced with Asgard Wealth Solutions," he said.

Securitor will remain unchanged as the name of the company's financial planning dealer group.

The Assirt Software brand will eventually be phased out.

Mr Lloyd said the name Asgard Wealth Solutions was more reflective of the full spectrum of services offered by the company which operates two separate, but complementary businesses – the Asgard Platform and the Advice Business Solutions business, of which Securitor is a part.

"Adding 'Wealth Solutions' to our corporate name more clearly defines what we do as a business and extends the brand beyond Asgard as just a product name," he said.

"We have repositioned the brand so it more reflective of our new strategy of 'enabling advice'. What I mean by this is that we will provide financial planners with the full range of products and services that will help them deliver top quality advice to investors, and in this way grow profitable practices."

Mr Lloyd said the launch of the new brand was in line with the company's plans to aggressively target growth and increase market share.

"More than two thirds of investors surveyed as part of our brand review said it was important they knew and trusted the brands recommended by their financial adviser," he said.

"As such, there are enormous opportunities to capitalise on the goodwill already attached to the name Asgard to raise the brand's reputation, expand our customer base, and in this way grow our business.

"We will make a significant investment in elevating the profile of Asgard Wealth Solutions and promoting it as a solid, reputable brand backed by a long and successful history," he said.

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