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Asgard's Elements awarded five apples as menu gets revamp

Asgard Wealth Solutions, who responded to calls from advisers to overhaul its mini master trust with a new-look, bigger menu launched this week, has been rewarded for its efforts with the announcement by independent researcher Chant West that it has now awarded the product a 'five apples' rating*.

According to Head of Product-Wealth Dean Thomas Asgard's new-look Elements menu is expected to be a big hit with advisers and their clients with its balance of big-name brands and the hottest boutique funds in the market.

"It's been two years since we first launched Elements and our advisers were telling us the menu required a much-needed overhaul. We are confident we are now delivering a fantastic product that's no fuss and low maintenance.

He said Elements would be promoted to advisers and investors with the catchphrase 'easy peasy' to highlight that the product was easy- to-use, with easy-to-understand fees.

"The Elements investment options made up a concentrated, quality focused investment menu, designed so portfolios could be tailored to suit individual investor needs and make investing easy," Mr Thomas said.

"Planners will be able to use Elements to help their clients choose a portfolio to suit individual investment goals using the biggest and hottest names in the market...and then that's it. Future contributions will automatically be invested across the portfolio and investors can nominate for automatic re-balances on a regular basis.

"Elements is perfect for the investor who wants an easy, straight forward way of managing their money," Mr Thomas said.

Asgard will now offer investors 61 investment options on 'Elements' instead of 54. It has also added 29 new funds to the menu which replace 22 from the old list.

Mr Thomas said strict criteria existed for funds to make the grade for inclusion on the menu and a robust and dynamic review process would ensure quality was maintained.

"We have ramped up the stringency of both the qualitative and quantitative criteria we are using to choose funds for the menu.

As usual, the fund must have consistent, strong performance, be in high demand from advisers and investors, and be competitively priced," Mr Thomas said. "Also for the first time, we have engaged independent research house Standard & Poor's to help choose the best set of funds for the menu."

The new look Elements menu is available to investors from this week.

Asgard also awarded a five apples rating from Chant West for its Employee Super product.

* A Chant West rating sums up the researcher's overall view on the merits of a particular fund relative to industry best practice around superannuation. Funds are awarded a rating from 5 Apples (the highest) to 1 Apple (the lowest) and this takes into account organisational strengths, investment fees, insurance, administration, member services and employer services.

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