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## Asgard launches new world of shares

Asgard Wealth Solutions today launched a series of initiatives to make it easier for advisers managing clients' equities in its eWRAP Investment product.

The most significant initiative is the new online trading platform - SharePort.

Powered by E\*TRADE, SharePort gives advisers greater flexibility, reduces the time they spend on shares administration and ultimately gives them more time to provide quality advice.

SharePort contains comprehensive market data, provides advisers with full client trading histories and is integrated with the multiple award winning\* platform software - AdviserNET and AdviserNETgain.

Asgard Wealth Solutions' General Manager of product Dean Thomas said the new trading platform is part of Asgard's plan to bring a next-generation shares offering to the market.

"We have spent a significant amount of time developing these initiatives ensuring they make it easier for financial planners and investors to invest in equities on our platform.

"To provide the best solution for advisers and investors and deliver online broking facilities that are more tightly integrated into our platform software AdviserNET and AdviserNETgain, we have partnered with E\*TRADE Australia, one of the market's most reputable and successful online brokers.

"Additionally, to deliver similar administration and reporting treatment as managed funds, we partnered with Praemium late last year to provide behind-the-scenes portfolio administration and tax optimisation," Mr Thomas said.

E\*TRADE Managing Director John Daley said "We are delighted to see this initiative launched and happy to have been involved in delivering a leading edge and feature packed platform to advisers in partnership with Asgard."

Praemium's Group Chief Executive Officer, Mr Arthur Naoumidis, said "We are very pleased with the outcome to date and believe that Praemium will add to Asgard's already impressive service offering".

Mr Thomas said that Asgard was committed to delivering the best equities product of any platform in the market.

"This is all part of our plan to 'make shares easy' for financial advisers, to give them the confidence they need to help investors make the right decisions on their financial future," Mr Thomas said.

\*AdviserNET was judged best online service for financial advisers by independent expert Investment Trends in their Competitive Analysis Reports for 2004 and 2005 and AdviserNETgain was judged best Integrated Platform Hybrid by independent expert Investment Trends in their Competitive Analysis Reports for 2006 and 2007.

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