



Customer story

Fitzallan Ltd

Company profile

Fitzallan is a modern Chartered Financial Planning firm based in Glasgow, but advises clients throughout the UK, and further afield. Its advisers regularly travel to London, Birmingham, Manchester, Leeds and Bristol, Belfast, Edinburgh, and Aberdeen.

Fitzallan comprises 19 staff, but the two directors are owners of the business and the key client advisers. Fitzallan was established as an entirely fee-based business in 2004 following the sale of the part of Ernst & Young in which the founding staff worked. Fitzallan became one of the very first firms to achieve 'Chartered' status in the UK..

Why they use Fastrak

Prior to Fastrak, Fitzallan were using Intelliflo Office (IO) to produce their client's valuations and reports, However, whilst the system offered the advantage of being able to undertake key actions within one system and no need for external apps, they found the reporting service couldn't provide compound annual return calculations on performance data input. They also found the built-in valuation reports to be clunky, too long and offers views of data that they felt were irrelevant for clients.

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Fastrak provides us with a far more professional looking report system than we had with IO... it was a significant enhancement in presentation and in content presented.

Gregor Johnston, Director

Key facts



Location/s:
Glasgow



No. of advisers:
4



No of support staff:
15



Key areas of advice:
Pensions, Investments, Protection, Tax, Corporate.



Back office systems used:
Intelliflo Office

Having run into these issues with IO, they engaged with Sprint Enterprise Technology to help them create reports that would contain the data that they felt was relevant to their client base and brand, as well as harnessing the data within their back-office and their platforms. They also thought that transaction data was essential to their advice service so that they could fully disclose their investment returns and capital gains. They now send their clients two half yearly reports containing valuations, as well as producing valuations for review meetings, making performance data crucial to this process.

Since using Fastrak in their business, the benefits have been the ability to create a more professional report system with the option to add either compound annual return measurements or simple return measurements. They use simple annual returns when presenting the annual performance for the previous 12 months and compound measurements when showing total returns since inception of the plan or portfolio. In addition, their client feedback to the new report formats was very positive and worked well with annual valuation exercises and reviews meetings. "It was a significant enhancement in presentation and in content presented" said director, Gregor Johnston.

Fitzallan also use the Client Online Portal available within Fastrak to deliver their reports securely, having not been entirely satisfied with the portal within IO. "Fastrak's (client portal) was a significant improvement" said Gregor.

He added "We would recommend Fastrak to others, we find it an excellent system and indeed we have recommended it to other IFAs and people we know in the industry."

Key benefits of Fastrak



Ease of use



Improved user experience



Beautiful bespoke reports



The secure client portal

Want to know more? Let's start a conversation

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