Your Practice.
Your Future.
Powered by
True Potential.

The back-office technology and support behind leading advice firms.

true potential
adviser services

Transforming Advice Through Technology

At True Potential Adviser Services, we believe that great financial advice begins with a solid foundation. That's why we've built a back-office system designed not just to support your business but to help both you and your clients in achieving your goals.

Our technology is entirely developed in-house by a company that understands the needs of modern financial advice firms.

True Potential launched in 2007 with a vision of bringing hybrid advice to the UK. We believe that a combination of personal financial advice and market-leading technology is the best way to help firms and their clients.

So, instead of juggling disconnected tools and duplicating admin, you get one powerful, intuitive platform that brings everything together. And because it's built and supported by True Potential, you benefit from the same innovation and attention to detail that underpins one of the UK's largest and most successful advice firms.

Our goal is to help you do more with your clients, more with your business and more with your time. That means giving you the tools to work smarter, serve your clients better, and grow sustainably.

Whether you're handling client onboarding, managing your advice process, or preparing for regulatory reporting, the True Potential Back Office helps you stay in control and ahead of the curve.

Our Award-Winning Services

Back Office Support 2025

Adviser Review Champion 2025

Best use of Technology 2025

Service Beyond the Call of Duty 2025

Best Industry Initiative Digital ASR 2025

Best Technology Provider 2025

Most Innovative use of Technology 2024

Best use of Technology 2024

Back Office Support 2024

Outstanding Achievement 2024

Best Support Service for Advisers 2023

Digital Champion 2023

Leading Adviser Business 2022

Best Support Service Provider 2022

Back Office and Support Service (5 star service) 2020

Digital Process Champion 2020

More Time. Improved Efficiencies. Stronger Growth.

Running a financial advice business can be complex. You're expected to deliver fast, high-quality service while managing growing compliance responsibilities - all with limited time and resources. That's where the right back-office system makes all the difference.

Our technology is built around the real challenges that advisers face every day. By replacing multiple disconnected systems with one integrated solution, we help you streamline operations and focus on what matters most: your clients.

The True Potential Back Office helps you:

- **Save time** with smart automation and intuitive workflows, as well as adaptive AI
- **Reduce admin and compliance workload** with built-in tools and templates.
- **Make money** by freeing up your team to focus on client service and business development.
- **Deliver better client experiences** through secure, digital-first interactions.

Whether it's onboarding new clients, tracking tasks, generating suitability reports or storing key documents, our system reduces the steps, cuts the friction and keeps everything in one place. And with real-time data, secure messaging and platform integration, you're always connected and always in control.

Trusted by thousands of advisers across the UK.

The True Potential Back Office is already supporting firms of every size, from single-adviser practices to large national advice firms. It helps you work more efficiently, meet regulatory requirements and provide a modern advice experience that clients expect all in one place.

Everything You Need in One Place

The True Potential Back Office brings together all the tools your advice firm needs to run efficiently, stay compliance-informed, and serve clients with confidence.

It's all built in-house, fully supported by our expert, award-winning team, and continuously updated to stay ahead of adviser needs and support you in meeting your regulatory expectations.

We've grouped the core features into four key areas that reflect how advisers actually work and what they value most.

Efficiency & Productivity

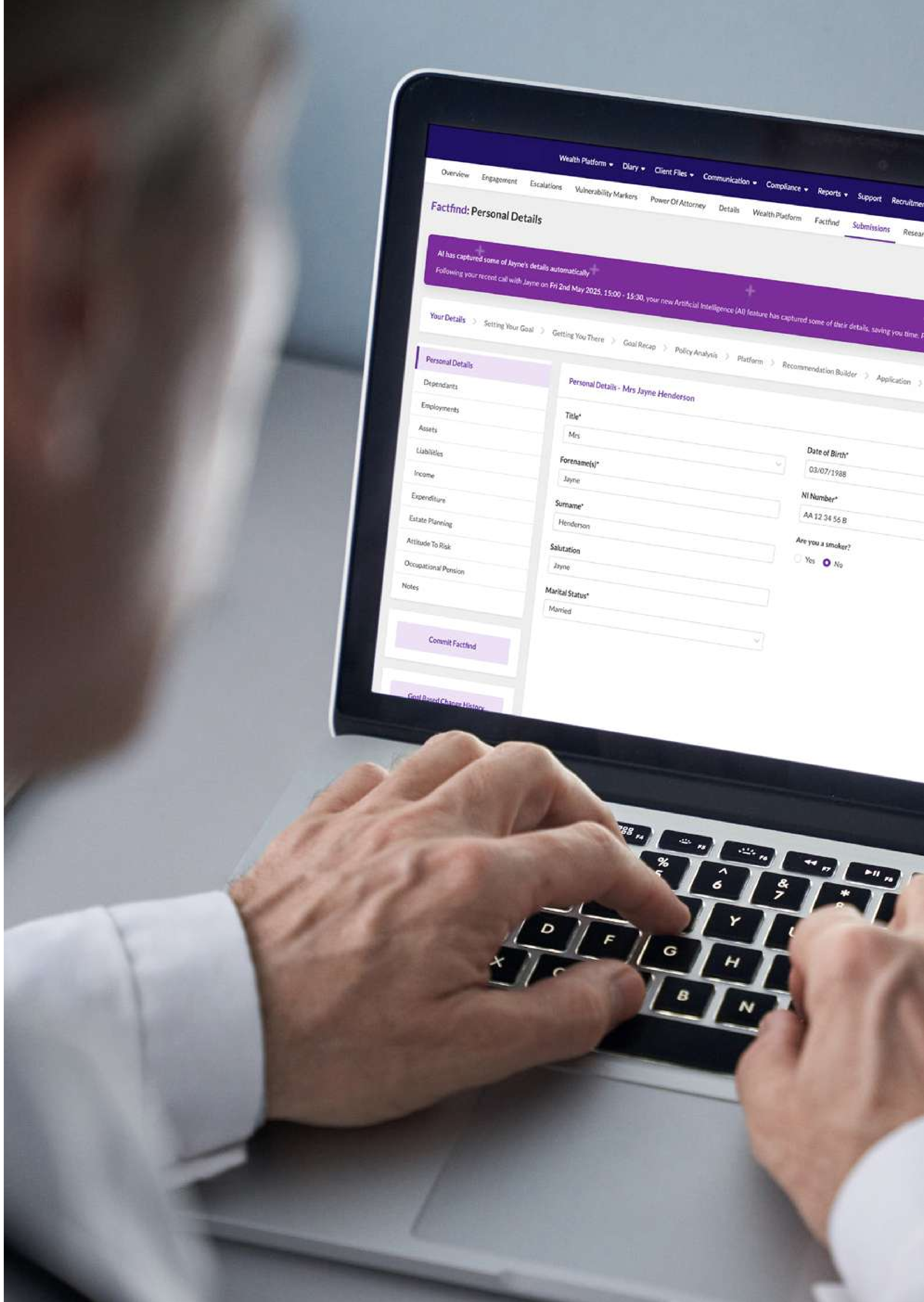
Spend less time on administration and more time on your clients. Our back-office streamlines daily tasks, automates repetitive processes, and provides a centralised platform for managing client relationships.

- **Client Relationship Management (CRM):** Track every detail of your client's journey - from onboarding and reviews to suitability and communications - all in one secure profile.
- **Dashboard:** See key messages, tasks, performance indicators and updates in a single, customisable view.
- **Task Management:** Assign, monitor and complete tasks efficiently across your team.
- **AI-Powered Technology:** Our back-office operations leverage cutting-edge advancements in AI technology to enhance efficiency and functionality – keeping you one step ahead of the rest.

Compliance & Control

Keeping up with regulations doesn't need to be complex. Our system builds compliance into your daily workflow, helping you meet your obligations and requirements.

- **Suitability Report Templates:** Access regularly updated templates covering multiple product types.
- **Client Audit Trail:** Automatically record and time-stamp client updates, actions and communications.
- **PII Reporting:** Generate professional indemnity information using up-to-date system data.
- **Regulatory Returns:** Pre-populate Regulatory reports using automated data feeds and reconciliation tools.
- **Vulnerability Markers:** Flag and monitor vulnerable clients, helping you meet your requirements under Consumer Duty.



Onboarding Made Easy

We understand that moving to a brand-new back-office system can be daunting, but don't worry, we handle the hard work. With the right support, the process doesn't need to be difficult.

From the moment you decide to join us, our Implementation Team will work closely alongside you to ensure a seamless transition.

How do we help?

An Expert Implementation Contact

Your dedicated point of contact will guide you through the entire onboarding process, from creating your new database from scratch and applying your firm's branding to supporting any training needs. The team is on hand to help every step of the way.

Tailored System Access

Every business operates in a different way, and we understand that a one-size-fits-all-approach doesn't always work when setting up system permissions. Our team will configure each user's access to ensure they have exactly what they need for their role.

A Staged Rollout

Our rollout process is designed to ensure there is no downtime for your business or your clients. We work with you at every stage to make the transition as smooth as possible. By taking on the majority of the legwork, we enable you to continue focusing on running your business.

Training Tailored To You And Your Team

We provide in-person or remote training to ensure the highest standard of system knowledge is passed on. Whether you're a single advisory firm or a larger-scale group, we will ensure that every member of staff you have is trained and competent in using our back-office system.

Step-By-Step Support For Importing Your Existing Data

We'll work with you to extract data from your current back-office provider and ensure its correctly formatted for upload into our system. You'll have regular opportunities to review and validate the data before anything is input, ensuring only cleansed, accurate information enters your new database. Throughout the process, we maintain strict focus on the security of client data.

3rd Party Agency Setup

Our team will support you with all required agency amendments when you join. This will include helping you with the Origo applications and individual emails to product providers and platforms to ensure everything is set up correctly.

Real-Time Valuations

The True Potential back-office offers links to a wide range of providers for daily real-time valuations. Once your agencies are set up, we will be able to guide you through these, ensuring you and your clients can see all of their financial plans in one consolidated place.

Ongoing Support For The First Six Months

Training doesn't stop after your initial course. We provide ongoing system support for all users until they feel confident in the various different aspects of our system.

How long will the setup take?

Most firms are up and running within two to four weeks. With the support of our implementation team, we can ensure this transition is as smooth as possible for both you and your clients.

Support & Collaboration

Behind every great system is a great team. Our back-office is supported by real people, available when you need them, and built with tools that make collaboration effortless.

- **Award-Winning Support Team:** Reach your dedicated support team by telephone, email or secure message. All within agreed SLAs
- **Co-Browse Functionality:** Let support teams securely view your screen to resolve issues fast.
- **Online Ticketing System:** Raise support queries directly within the system and track them in real time.
- **Training Resources:** Access step-by-step guides, webinars, and videos to get the most out of every feature.

Security & Accessibility

Whether you're working from your office, from home or on the move, our back-office ensures that yours and your clients' data is safe, secure and always accessible.

- **Two-Factor Authentication (2FA):** Enhanced login security for all users.
- **Secure Messaging:** Fully encrypted communication between you, your firm and your clients.
- **Document Storage:** Store and manage PDFs and client documents in a secure, searchable library.
- **Client Portal Access:** View and assist with your client's online experience, with restricted visibility of their portal.

Designed To Work With You

While many firms opt to utilise the entire True Potential ecosystem, our back-office is designed to be adaptable. We can support hybrid setups, assist with provider and platform integrations, and help you maintain continuity with any essential third parties.

Whether you need data feeds, reporting flexibility or help connecting legacy tools, our in-house team will work with you to make it happen. You don't need to change everything - just the parts that hold you back.

All True Potential systems are proprietary and are maintained by our in-house development team.

Better Client Outcomes, Built In

Today's clients often expect more from their financial adviser. They want access to their information in real-time, and usually from any device. They expect secure, digital communication and an experience that feels modern, personalised and intuitive.

With the True Potential Back Office, you can deliver all of that and more.

Our client-facing features are seamlessly integrated with your core systems, providing clients with real-time access to their accounts while maintaining control over the relationship. Whether they're logging in through desktop, tablet or mobile, they'll experience a secure, branded environment that reinforces your firm's professionalism.

Designed to meet Consumer Duty requirements, our client experience tools are secure, easy to use and always available.

Here's how we help you deliver a better client experience:

- **Digital Client Account Access:** Clients can view their portfolios, policies, and goals set in partnership with their adviser through a personalised website or app, branded to reflect your firm.
- **Secure Messaging and Document Sharing:** All communication is encrypted, stored and recorded. Clients can upload or download documents at any time, making paperwork faster and more convenient.
- **Real-Time Valuations and Portfolio Insights:** With data flowing from various platforms and providers, clients will have an up-to-date view of their investments, enabling them to stay engaged and informed.
- **Personal Finance Tools and Goal Setting:** From linking their bank accounts to tracking savings and spending, your clients gain a full picture of their financial lives.
- **impulseSave®:** Let clients top up their investments instantly from £1, helping them chip away at long-term goals with small, manageable contributions. Note impulseSave® is only available where clients are invested in the Platform from True Potential Investments LLP.

By combining cutting-edge technology with your advice and guidance, you're giving clients the confidence and tools to do more with their money every day.

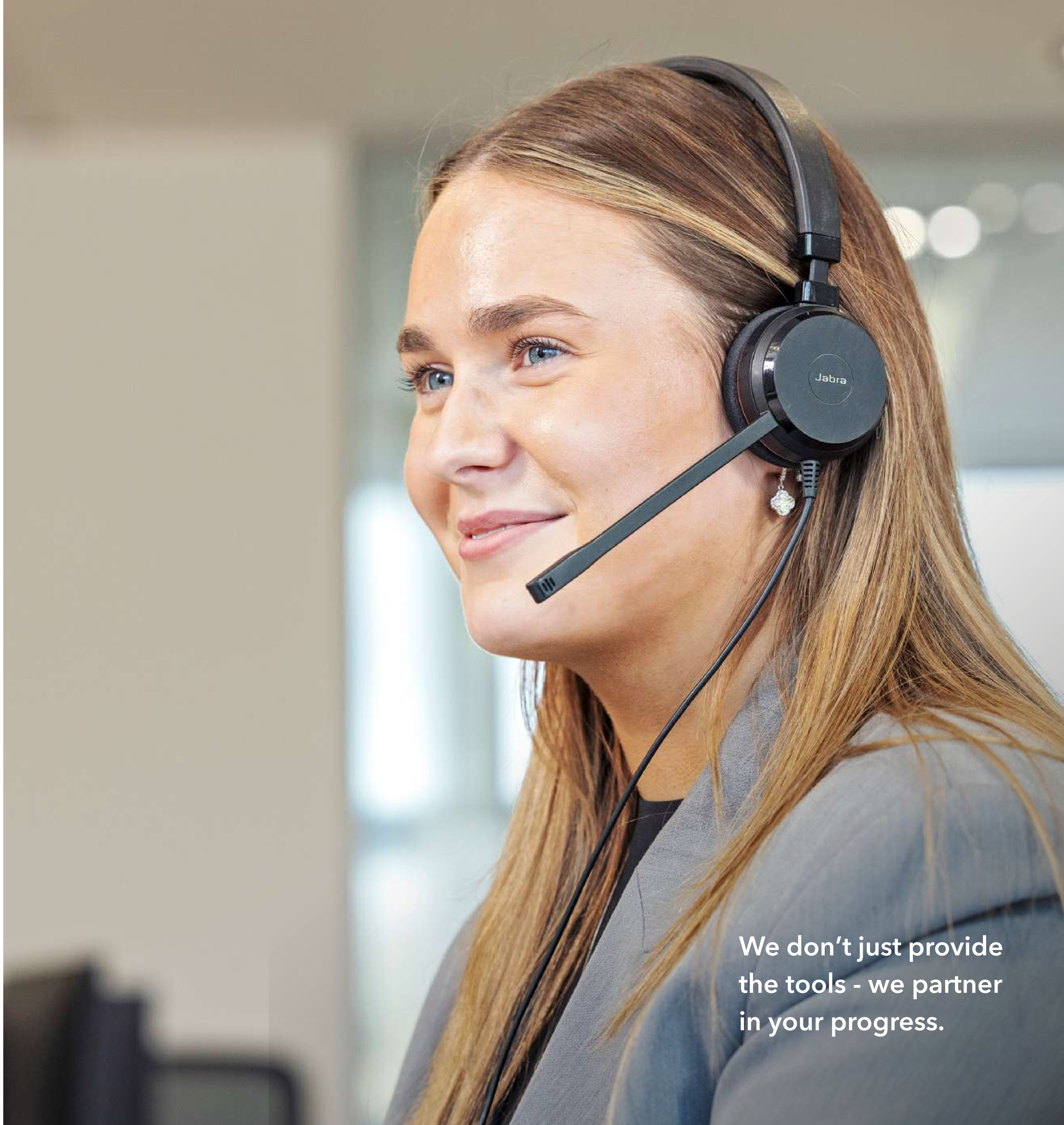
Expert Support Every Step of the Way

Technology is only part of the story. What sets True Potential apart is the depth of support and partnership we offer to every firm we work with.

We understand that adopting a new system or scaling your advice business requires more than just great software. It takes training, expertise, and ongoing guidance from people who are familiar with your world. That's why our support doesn't stop once the system is live. In fact, that's when it truly begins.

Here's how we support your success:

- **Adviser Development:** We offer a comprehensive programme of live webinars, video tutorials, and in-person masterclasses, all designed to keep your team skilled, confident, and compliant. From onboarding to advanced system features, we've got you covered.
- **In-House Compliance and Business Guidance:** Our team includes experts in regulation and business operations. You'll have access to their insight whenever you need it, whether you're planning a new proposition or responding to a rule change.
- **Ongoing System Enhancements:** We continually improve our back-office and Platform based on adviser feedback, regulatory updates, and evolving best practices. You benefit from a system that moves with the market.
- **Dedicated Contact and Continuous Support:** You're never on your own. Our support team is available through web and app, and your dedicated contact is always on hand to help you get the most from every feature.



"This is the principle that powers our own advice business - and now, it's ready to power yours."

Jamie Sexton
Chief Client Officer, True Potential Group

Pioneers and Disrupters

A True Partnership. At True Potential Adviser Services, we don't just provide software; we provide a relationship.

Our in-house team is here to support you , develop with you and help your business thrive over the long term. From onboarding and training to ongoing support, we work alongside you every step of the way.

You'll gain more than technology. You gain a team committed to helping you and your business succeed and empowering you to focus on what matters most: your clients.

Simple

We make a complicated industry straightforward for clients. When we talk, we are clear - our products and services are easy to use and easy to understand.

Effective

We only work on projects that make a difference. We've been in the industry long enough to know what works and what doesn't. So, we don't create a product or service unless it's beneficial to all.

Unique

We strive to make sure we're front-runners in everything we do and trust our staff to find creative solutions no one else has thought of. Anything we do compete on - we always make it better.

Join the firms that are redefining what great financial advice looks like. With the right technology, the best support, and a trusted partner, there's no limit to what your business can achieve.

indigo
Smart Assistant

From the very start, we've made technology our own. Our artificial intelligence is no different.

Indigo Smart Assistant® is powered by our technology and designed to support and enhance your advice.

From the very beginning, True Potential has been defined by two things: industry-leading technology and the distinctive indigo colour at the heart of our brand.

Now, we've brought both together to create Indigo, our proprietary suite of AI-powered tools. Trained to work seamlessly with our technology, Indigo delivers a solution that you won't find anywhere else.

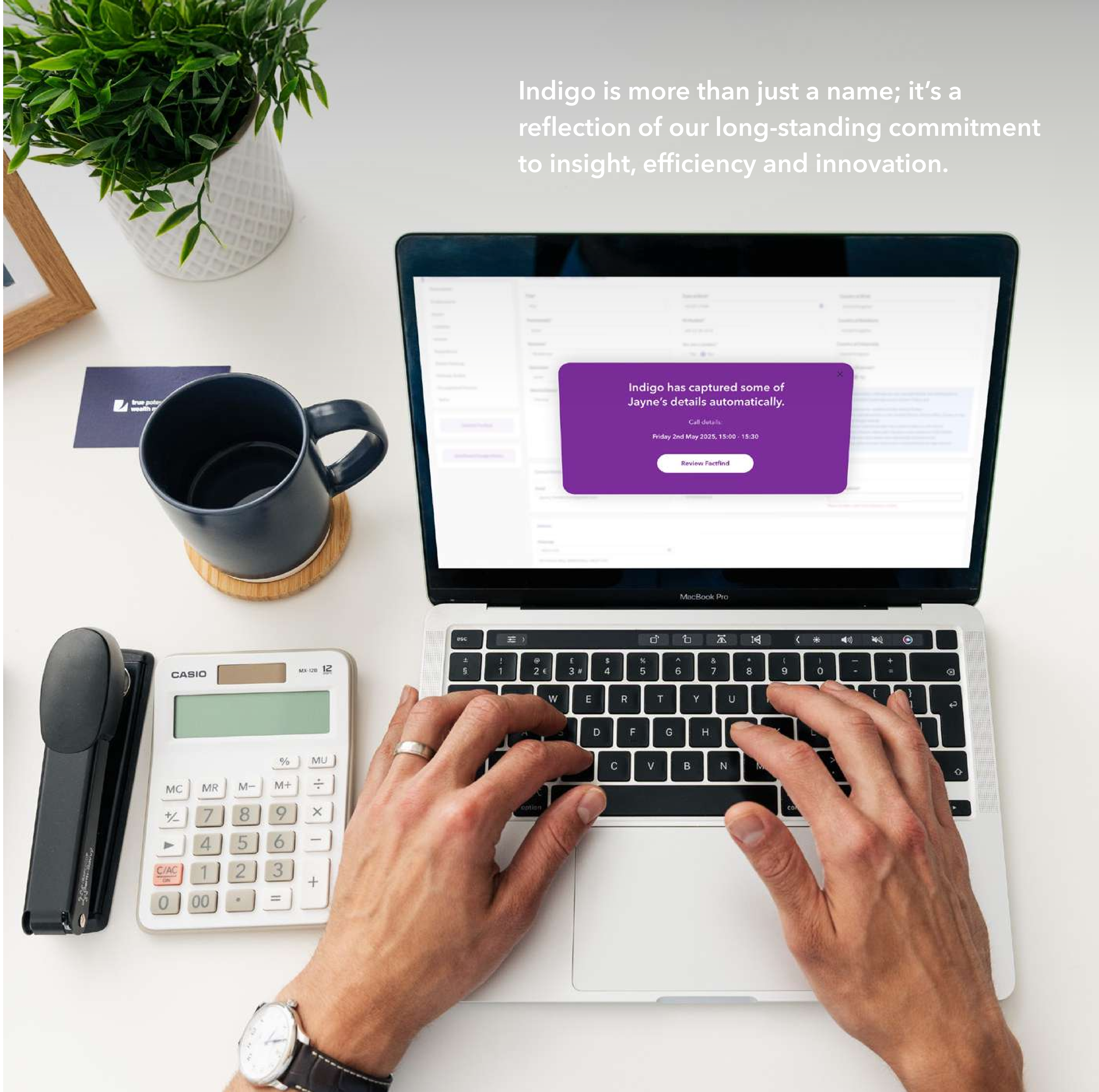
Indigo isn't off-the-shelf technology. It's an intelligent smart assistant, built to support you by reducing administration and improving accuracy, freeing you to focus on delivering expert advice from day one.

Fully embedded into our ecosystem, Indigo works behind the scenes to make your advice process smarter, faster and more effective.

Why Indigo?

- Exclusive with True Potential
- Keeps all data within our ecosystem
- Learns and improves through your feedback
- Works seamlessly with our back-office and client files

Indigo is more than just a name; it's a reflection of our long-standing commitment to insight, efficiency and innovation.



How Indigo Smart Assistant® Helps You

Here's how Indigo brings intelligence into your daily workflow - working quietly in the background to simplify complex processes and make advice delivery more efficient.

Client Meeting Capture

Indigo turns your adviser app into an AI-enabled assistant on the go - capturing meetings, generating summaries and prompting Fact Find updates, all while you focus on your client.

- Capture client meetings with your True Potential Adviser App
- Perfect for remote or field-based advice
- Receive transcript, summary and auto-fill Fact Finds
- Save time, reduce administration and stay on top of every detail
- All data is stored securely inside the app

Video Meeting Capture

No more continuous notetaking. Build client relationships and enjoy great conversations while Indigo automatically records every comment, question, answer and required action in your client's file.

- Records and transcribes client meetings in real time
- No need for additional downloads or software
- Receive transcript, summary and auto-fill Fact Finds
- Creates an auditable record
- All data is stored securely in the True Potential system

The Indigo Spark

A universal visual cue, the **Indigo Spark** appears throughout our technology when AI is working for you behind the scenes. It's your signal that something smart, secure and powerful is happening.

Whether reviewing a Fact Find or capturing a conversation, the Spark means Indigo is doing the work, so you can focus on the advice. Whenever you see Indigo in action, you're seeing intelligence powered by True Potential.

Built to Let You Focus on What Matters

With Indigo you can:

- Spend less time on administration
- Manage client files confidently
- Onboard clients more smoothly
- Build deeper, more consistent client relationships
- Free up more time to grow your business

Indigo helps you make every conversation count.

Let’s Power Your Next Chapter

You’ve seen how the right back-office can help you save time, increase efficiencies and deliver a better experience for your clients. Now it’s time to take the next step.

Whether you’re looking to grow your firm, improve processes, or simply simplify your daily operations, our team is here to guide you through every stage - from initial demonstration to onboarding and beyond.

Speak with your dedicated Regional Sales Director or contact Head Office to explore how the True Potential Back Office can fit into your business. We’ll answer your questions, demonstrate the system in action and help you develop a roadmap for long-term success.

0191 242 4876

enquiries@truepotential.co.uk

www.truepotential.co.uk

The future of financial advice starts with the right foundation.

true potential
adviser services

T: 0191 500 9164 **www.truepotential.co.uk**
Head Office: Gateway West, Newburn Riverside, Newcastle upon Tyne, NE15 8NX

January 2026