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Russell launches [Helping Advisers](http://www.HelpingAdvisers.co.uk) website for financial professionals

LONDON, 4 August 2009- Russell Investments (Russell) is delighted to announce the launch of www.HelpingAdvisers.co.uk, a new website designed to provide financial advisors with a practical online resource library and suite of free tools to help keep their clients and businesses on track in the current financial and regulatory environment.

HelpingAdvisers.co.uk is designed to complement Russell's forthcoming IFA fund offering which is scheduled to launch in the autumn of 2009. The site offers IFAs practical support in three key areas:

1. Commentary on the global economy in the form of a unique [Economic dashboard](#), packaged to help advisers talk to clients about market conditions in a clear, intuitive way
2. A [Client Analyser](#) tool designed to help guide clients near-or-in retirement to get their investment plans back on track
3. A growing programme of Practice Management modules to help advisers structure client relationships and manage financial advisory businesses more profitably, including a [Client Engagement Road Map](#) to help advisers demonstrate the extensive value they provide to clients over the long-term

"The investment advice industry in the UK is at the cusp of momentous change," commented Peter Hugh-Smith, Managing Director, UK Private Client Services, Russell Investments. "The intersection of recent market volatility, the subsequent investor backlash it generated together with significant regulatory change in the form of TCF and RDR have combined to form a steep precipice for the adviser. On one side of that precipice lie opportunities for embracing new models of offering high value financial advice, on the other are the perils of inertia. www.helpingadvisers.co.uk aims both to elevate clients' trust in advisors and increase the value of advisory businesses."

Kate Hudson, Director, UK Private Client Services, Russell Investments added, "The market crash and the RDR have combined to accelerate change for advisers. Many have begun adapting their businesses to meet these challenges, yet one central conundrum remains: how can advisers manage change successfully without surrendering their independence or their ownership of their clients? As increasingly sceptical clients demand more visible demonstrations of their adviser's added value to be comfortable with fee-based options, the time for discussion about change is passed. The moment to act has arrived."

Nick Cann, CEO of the Institute of Financial Planning (IFP) said “Russell became an IFP sponsor about 12 months ago and already have made a huge impact with their support of the Financial Planning business. Having conducted research back in 2008 analysing adviser businesses and their approach to investment management, they have now launched an excellent website www.HelpingAdvisers.co.uk which looks to support both business and client activity. This service is based on over 20 years of working with Financial Planning businesses in the USA, expertise that they have now translated to the UK market.”

About Russell

[Russell Investments](http://www.RussellInvestments.com) is a global investment company with \$151 billion in assets under management as of June 30, 2009. Russell serves individual, institutional and advisor clients in more than 40 countries and provides investment solutions including mutual funds, retirement investments, institutional asset management, implementation services and global stock market indexes. Russell is renowned for its depth of manager research, quality of manager selection and access to some of the world's leading investment managers. It helps investors of all sizes put this access to work in corporate defined benefit and defined contribution plans, and in the life savings of individual investors.

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