



## SOCIAL NETWORKING WEBSITE FOR FINANCIAL ADVISERS SCOOPS BEST ONLINE FINANCIAL COMMUNITY AWARD

21<sup>st</sup> November 2008

At the finals of 2008 Online Finance Awards in London this week, IFA Life received recognition as 'Best Online Financial Community'.

Now in its ninth year, the Online Finance Awards have established themselves as the premiere awards for excellence in financial services. The financial social networking website beat off tough competition from other leading websites such as The Motley Fool to take the top slot after the judges commented that the website had 'Community at its core'.

Chief Executive and Founder of IFA Life Philip Calvert said today:

"This is very exciting news for IFA Life, as it shows that online social networking has now finally made its mark within financial services as a powerful vehicle to support professional financial advisers."

"When most IFAs and Providers hear the words 'social networking', they tend to think of sites like Facebook, MySpace and perhaps LinkedIn – but now the industry has its own dedicated website which is being used to network, share best practice, debate industry issues and to provide help and support to one another."

IFA Life first appeared in the industry four years ago as a small online club for IFAs. The current website was launched in July 2008 as a serious attempt to bring social networking functionality to the financial advice community. Just as with sites like Facebook, members create a profile page complete with information about themselves and their business. They can also post articles, news releases, links to their

main website and can interact and engage with fellow professionals in the Forum area.

The site has also attracted international interest, particularly from the United States where it has been featured on the prestigious InvestmentNews.com website.

Financial Planners from the US, Australia, New Zealand, Singapore, India, Spain, South Africa and many more have signed up to the site.

Philip Calvert continued:

“The growth in the international element has been a pleasant surprise. We were planning to introduce the site to financial planners in the US and Asia Pacific regions later in 2009, but they are already joining!”

“A key contact for us has been George Kinder of the Kinder Institute in the US. George is globally respected in the financial planning world and recognised as the ‘father of life planning’. He and his team will be using IFA Life to lead and stimulate debate on the future of financial planning.”

Philip Calvert concluded:

“Cross border collaboration and sharing of best practice between professional financial advisers is very exciting. All advisers can learn a great deal by interacting and engaging with each other both locally and internationally.”

Calvert believes that IFA Life has much to offer financial advisers who are looking to make smarter use of the Internet in their businesses. The site also offers tips and guidance for IFAs on Internet marketing, which are being complemented by workshops and training. The next IFA Life Internet Marketing workshop is being held on 5<sup>th</sup> December 2008 in Bracknell, Berkshire. Details are available at

<http://www.ifalife.com/internetseminar>

ENDS

About IFA Life

<http://www.ifalife.com>

IFA Life is an online business and financial social networking website dedicated to IFAs, Mortgage Brokers and Financial Planners. IFAs join IFA Life to share best practice, debate industry issues, share resources, get marketing help, provide support to one another and find business development ideas.

In conjunction with MyLocalAdviser.co.uk, consumers use the site to find an IFA in their area. Journalists use the site to find IFAs who can provide expert comment for articles.

IFA Life's founder is Philip Calvert - a high-profile IFA marketing expert, consultant, author and speaker. Photos of Philip Calvert are available.

Telephone: 01483 548 666 | Mobile: 07773 359 619 | Email: [philip@ifalife.com](mailto:philip@ifalife.com)