



ONSHORE & OFFSHORE BONDS

SYNDICATED RESEARCH STUDY

There has been a clear pendulum swing away from mainstream political institutions as wider disillusionment with the establishment deepens, which opportunists have captured well. Once a mainstay of the financial services suite the onshore bond has been somewhat beleaguered. Furthermore, the Investment Association (IA) is attempting to improve transparency and fairness in bond markets during exchange and tender offers, putting pressure on bond issuers to create simpler products and processes.

In this report we examine the extent to which advisers recognise the threats facing the bond markets and how they are taking steps to deal with these so as to not leave clients exposed to losses.

The search for simplicity: threats and opportunities in bond markets

DELIVERABLES



100 DEPTH INTERVIEWS WITH TARGET ADVISERS



ONLINE CONSUMER SURVEY



FULL REPORT



FACE-TO-FACE DEBRIEF



USE OF DATA FOR COMMS / PR SUPPORT

In particular we assess:

- Current and expected levels of bond business and the drivers of change
- Client types best suited to bonds, the use of trusts and 'competing' products and solutions
- Use and experience of bond providers in both the onshore and offshore space
- Improvements and innovations (in terms of product and support) that would have a demonstrable impact on likelihood to place bond business

We will point clearly to how you can tailor propositions, services, support and communications to help secure business in this space.



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