

ICM Research becomes latest sponsor of IFA Promotion

ICM Research, a leading market research company, has today become the latest sponsor of IFA Promotion (IFAP), the organisation behind professional advice website unbiased.co.uk. ICM Research, which is part of the Creston Group, will be the 26th sponsor of IFAP.

ICM Research is committed to collecting accurate, quality information through market research. Many ICM financial clients are keen to understand IFA business needs and product opinions. While ICM brings the highest possible standards to its research processes, high quality market research also relies upon the availability of a good quality sample and the readiness of recruits to participate in surveys. ICM hopes to benefit from IFA Promotion's long association with advisors from across the industry.

IFAP, now in its 21st year, has handled over half a million requests for details of local IFAs in the last year alone. Unbiased.co.uk now combines IFAP's three professional advice searches (find an IFA, find a mortgage adviser and find a solicitor) on its portal, with registrations for its 'find an accountant' search currently underway. Unbiased.co.uk promotes professional advisers in a range of ways, including PR, advertising, search engine optimisation, placing white label versions of its searches on other high traffic websites, and generating third party links into Unbiased.co.uk.

Karen Barrett, Chief Executive of IFA Promotion said, *"IFA Promotion's core focus has always been to promote the benefits of unbiased and professional advice to the consumer. We believe that we can offer great knowledge and insight to ICM Research as well as to our other sponsors."*

Steve Ogborn, Director at ICM Research said: *"It can only help the IFA community if the companies who serve it are supplied with good quality information on which to base their product and marketing decisions. Many ICM finance clients are busy considering*

how best to help IFAs prepare for the changes following RDR, so this opportunity for ICM Research to support IFA Promotion and the IFA sector could not have come at a better time”

ENDS

Karen Barrett, Chief Executive, unbiased.co.uk: 020 7833 3131
Anna Schirmer/Anna Moulds/Charli Scouller, Lansons Communications: 020 7294 3682
Richard Bussy, Project Director, ICM Research: 020 7845 8321

For expert commentary or case studies from over 150 media-friendly IFAs, journalists should visit www.unbiased.co.uk/bluebook.

Twitter: [@unbiased_co_uk](https://twitter.com/unbiased_co_uk)

LinkedIn: [Unbiased.co.uk - Online networking for professional advisers](http://Unbiased.co.uk)

About unbiased.co.uk, the professional advice website

The unbiased.co.uk portal is a free and confidential UK-wide search matching consumers with local professional advisers: '[find an IFA](#)', '[find a mortgage adviser](#)', and '[find a solicitor](#)', and is currently inviting registrations for its '[find an accountant](#)' service. These searches enable consumers to find professional advisers by postcode, area of specialism, qualification and payment method. In 2009, unbiased.co.uk fulfilled half a million searches for local, professional advice.

IFA Promotion, the organisation behind unbiased.co.uk, is now in its 21st year, and was set up to promote the benefits of independent financial advice to consumers. IFAP is sponsored by the following companies:

AEGON	J.P. Morgan Asset Management
Alliance Trust	Legal & General
Aviva	Lockton
AXA Life	Lutine Assurance Services
Bright Grey	MetLife
Canada Life Ltd	Opinium Research
Cardif Pinnacle	Prudential
The Children's Mutual	Royal London 360°
Clerical Medical Investment	Scottish Life
Ecclesiastical Investment Management Ltd	Scottish Widows Plc
Friends Provident	Standard Life Assurance Company
ICM Research	Sun Life Financial of Canada
Invesco Perpetual	Zurich Intermediary Group

Registered Office: unbiased.co.uk is the consumer brand of IFA Promotion Ltd, 90 St. Vincent Street, Glasgow G2 5UB. Registered in Scotland: No. 114606