



Pensions
Mortgages
Savings
Investments
Healthcare
Insurance

This document is intended for use by financial advisers only.

Choosing a Self Invested Personal Pension

Make more of today and tomorrow

Forget old age – out go the slippers and the gold watch, in come golden opportunities for adventure in an active life after work. Today's accomplished generations refuse to retire in the way their parents did. Instead of taking it easy in front of the TV or pottering around an allotment, we believe people crave exciting new experiences; they are making ambitious travel plans and are even seeking business opportunities after they leave the office for the last time. At Standard Life we believe we have a product that allows our customers and you, their advisers to make the most of their 'active retirement'.

Why Choose Standard Life for a Self Invested Personal Pension?



If you'd like further information on this or any of our other products, or if there's anything more about Standard Life we can help you with, just call us on this number, or visit our website. Call charges may vary and your call may be recorded or monitored to improve our service.

0845 0845 000

www.standardlife.co.uk

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SIPP for Income

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SIPP for Investment

Why choose Standard Life SIPP?

When we launched our Self Invested Personal Pension (SIPP) on 6th Dec 2004 we were confident it was going to be a fantastic market and we were not wrong – in over 4 years we have sold over 70,000 SIPPs.

We understand that your clients now have very different views about retirement and we believe that we have the product in place to help them achieve their goals.

One of the core benefits of SIPP is flexibility, and the freedom to make changes. In addition to all of this, if it's in your client's best interests, a SIPP allows different pension arrangements to be brought together in one plan. With the Standard Life SIPP the customer is in charge.

Standard Life aims to deliver excellent customer service to you and your clients. We are award winning, and most recent awards include achieving FTRC e-commerce eee ratings for SIPP and SIPP Specialist. We have particularly focused on improving our SIPP e-services during 2009 to allow you to quote, apply online, track new business, buy, sell and switch funds, review your clients' portfolios and create client reports. All our e-services are aimed at making selling and servicing our SIPP as easy as possible for you and giving you a great online experience.

Whilst working on and improving our online proposition we have also been working on our application process.

With our Quick Application Forms we can now save you even more time. The Quick Application Form is pre-populated with details from your quote and is shortened by only showing the fields that are relevant to your quotation. Of course you can also print off a full application form which is also pre-populated with details from your quote.

Looking ahead we are really excited about the great opportunities to come from Standard Life and our SIPP. We believe we are well positioned to be the leading provider in the retirement market as we can offer great value to you and to your clients.

Finally please have a look at the guidance cards that follow, they will tell you more information about our great product or at least point you in the right direction. If you need further information please speak to your Account Manager.