

Rank 2016/17	Firm	Gross Sales 2016/17	CF30's
1	St James's Place	13,000,000,000	4,206
2	Old Mutual Wealth	9,800,000,000	2369
3	Hargreaves Lansdown Group	7,300,000,000	156
4	Openwork	2,900,000,000	946
5	Brewin Dolphin Securities	2,700,000,000	422
6	The Tenet Group	2,200,000,000	624
7	Succession	1,900,000,000	391
8	Investec Group	1,800,000,000	395
9	Brooks Macdonald	1,800,000,000	82
10	In Partnership	1,700,000,000	517
11	IFG Group	1,500,000,000	54
12	Skipton Group	1,300,000,000	0
13	The Royal Bank of Scotland Group	1,300,000,000	0
14	Rathbone Investment Management	1,300,000,000	0
15	Charles Stanley	1,200,000,000	279
16	Barclays Group	1,200,000,000	214
17	HSBC Group	1,100,000,000	0
18	Harwood Wealth Management Group	1,000,000,000	255
19	Lloyds Banking Group	1,000,000,000	217
20	Tilney Bestinvest	1,000,000,000	569
21	Lighthouse Group	1,000,000,000	493
22	Perspective Group	1,000,000,000	49
23	Sense Network Ltd	1,000,000,000	174
24	Raymond James Investment Services	850,000,000	109
25	Fairstone Group	800,000,000	192
26	Chase De Vere	750,000,000	195
27	Close Brothers Asset Management	750,000,000	270
28	Standard Life	700,000,000	95
29	LGT Vestra	700,000,000	94
30	Smith & Williamson	650,000,000	237
31	Prudential Group	650,000,000	311
32	Ascot Lloyd Bellpenny	600,000,000	106
33	Punter Southall Group	600,000,000	61
34	Best Practice Group	550,000,000	206
35	Joseph R Lamb Independent Financial Advisers Ltd	500,000,000	6
36	Tavistock Financial	500,000,000	178
37	Sanlam Financial Services Group	450,000,000	117
38	JLT Group	440,000,000	56
39	Medical Money Management	410,000,000	30
40	Pi Financial Ltd	400,000,000	89
41	Chartwell Financial Services Ltd	370,000,000	5
42	KMG Independent Ltd	370,000,000	7
43	UBS Group	360,000,000	0
44	KBL	340,000,000	0
45	Mazars Financial Planning Group	330,000,000	27
46	Principal & Prosper Holdings Ltd	320,000,000	13
47	Grant Thornton UK	310,000,000	52
48	Emery (ifa) Ltd	300,000,000	6
49	Newell Palmer Group	300,000,000	34
50	David Williams IFA Ltd	300,000,000	12
51	Chetwood Wealth Management Ltd	290,000,000	17
52	Ludlow Wealth Management Group	290,000,000	13
53	Argentis Financial Management Ltd	280,000,000	27
54	Equilibrium Asset Management	270,000,000	11
55	Foster Denovo	260,000,000	79
56	HBFS Financial Services Ltd	240,000,000	7
57	Willis Towers Watson	240,000,000	209
58	Merlin Financial Consultants Ltd	230,000,000	5
59	Gemini Wealth Management Ltd	230,000,000	14
60	Societe Generale Group	230,000,000	0
61	Canaccord Genuity Ltd	230,000,000	176
62	Easby Gale & Phillipson Group	230,000,000	17
63	Alan Steel (Asset Management) Ltd	230,000,000	10
64	Moore Stephens Group	220,000,000	28
65	Abacus Associates Financial Services Ltd	220,000,000	65
66	Helm Godfrey Partners Ltd	220,000,000	29
67	EQ Investors	210,000,000	22
68	Central Investment Services (Scotland) Ltd	210,000,000	10
69	Westminster Wealth Management LLP	210,000,000	32
70	AFH Financial Group	210,000,000	162
71	HFS Milbourne Financial Services Ltd	200,000,000	8
72	Rowan Dartington & Co	200,000,000	55
73	Walker Crips Group	190,000,000	119
74	Independent Financial Strategies Ltd	190,000,000	11
75	Speirs & Jeffrey Ltd	190,000,000	37
76	Fidelius	190,000,000	10
77	Pannells Financial Planning Ltd	190,000,000	24
78	The Insurance Partnership Financial Services Ltd	190,000,000	13
79	Unbiased Financial Group LLP	190,000,000	5
80	Skerritt Consultants Ltd	180,000,000	17
81	Argyle Consulting Ltd	170,000,000	11
82	Fraser Wealth Management Ltd	170,000,000	4
83	Ellis Bates Financial Solutions Ltd	160,000,000	38
84	Smith & Pinching Financial Services Ltd	160,000,000	13
85	Cornelian Asset Managers Ltd	160,000,000	11
86	Cullen Wealth Ltd	160,000,000	22
87	Pinnacle Financial Planning Ltd	160,000,000	14
88	True Potential	150,000,000	453
89	Wills & Trusts Ifp Ltd	150,000,000	4
90	Timothy James & Partners Ltd	150,000,000	14
91	Pharon Independent Financial Advisers Ltd	150,000,000	7
92	Cumberland Place Financial Management	150,000,000	0
93	James Brearley & Sons	150,000,000	11
94	Meridan Financial LLP	140,000,000	3
95	Killik & Co	140,000,000	84
96	Mattioli Woods Plc	140,000,000	90
97	Sutherland Independent Ltd	140,000,000	5
98	Asset Management Financial Advisers Ltd	140,000,000	11
99	Paradigm Norton Financial Planning Ltd	140,000,000	11
100	Premier Financial Management Ltd	140,000,000	4

**Table notes**

The data is just a guide only. The gross sales are an estimate of the investment and pensions products sold from 1 July 2016 to 30 June 2017, obtained through Strategic Insight's Financial Clarity product, which received information from providers, platforms and life and pensions companies. Where applicable, we have included data from businesses' execution-only platforms. The figures have been rounded up, and in some cases two different ranks produce the same sales. Where two figures are similar they have been ranked by Strategic Insight according to their data. The table is a guide only. The different nature of the reports received does lead to bias towards firms that mostly trade directly with fund managers or through platforms rather than with life & pensions companies. Specifically, the sales figures include switches between funds as well as new business as fund managers are usually unable to differentiate the two for sales that they report. Life and pension companies do not tend to report fund switches. Share class conversions are not included. Only investments and pension sales have been included. Except for Hargreaves Lansdown, only firms whose primary business (i.e. majority of sales) is classified by Strategic Insight as either financial advisers, wealth managers and banks are included. All appointed representatives are included within the figures for their principal(s) regardless of whether they would be big enough to have their own entry within the Top 100. Appointed representatives with two recognised investment network principals have been included in both except where both principals are within the same group. Directly authorised firms using service providers related to networks are not included within their sister network's figures. For the same reason service providers such as SimplyBiz and ThreeSixty do not appear in the list. Figures for some advisers may be understated where business is placed on white-labelled platforms. These include Best Practice and True Potential. IFDL have provided data regarding sales on Succession and Openwork's platforms at their respective requests. Others may also be understated if they use nominee services or non-contributing platforms and life and pensions companies. 50 per cent to 70 per cent of RBS group's gross sales may be due to in specie transfers that are not reported separately to SI. Investment figures for St. James Place have been taken from the relevant annual and interim reports. CF30 numbers may include qualified staff who are actively advising customers. Certain firms no longer have CF30's registered against them following a change in the regulatory regime in March 2016. □