Betafolio achieves £1bn AUM milestone within 2 years

Wednesday 11 May, 2022

Betafolio, the low-cost, evidence-based model portfolio service run by Timeline, has surpassed £1bn assets under management (AUM) over a year ahead of target. This milestone arrives within just 2 years of launch and follows sustained demand from UK financial advisory firms over the last 18 months.

Having recently announced a successful £6m in Series A funding round, and following growth of over 750% last year, Timeline's captivating combination of financial planning technology, and model portfolios continues to have significant appeal in the financial adviser community. Betafolio was named as one of the fastest-growing young DFMs by NextWealth in 2021 and has continued its rapid growth in 2022 under the leadership of CEO and Founder Abraham Okusanya and his team.

Betafolio was launched with the aim of being a "disruptor" in the DFM marketplace in March 2020 and is exclusive to UK financial advisers, with no direct to consumer offering. Betafolio's evidence-based model portfolio service is now available on all the major adviser platforms including Nucleus, Wealthtime and Transact. Reinforced by Timeline's exclusive financial planning software, Betafolio is underpinned by a range of tools that empower advisers to highlight the value of their advice to their clients and plan their clients' optimum financial futures.

Abraham Okusanya, CEO of Timeline, explains: "It's been fantastic to reach the £1bn milestone with Betafolio ahead of target and in such a short space of time. We have seen so much enthusiasm from Financial Advisers for both our planning and portfolio services - and this is because they appreciate how we can transform their results with our technology, integration capability, and service - at a far lower cost than most other providers.

"With Timeline, we took 100 years of capital market data with inflation, and we use that to run multiple scenarios so that the plan is not based on a single scenario. The plan is focused, stress-tested and navigates the shocks that the capital market brings our way invariably. This makes Timeline's planning product unique and invaluable.

"A huge thank you to everyone in our team and to the advisers we are working with who support our mission of making financial advice more accessible and affordable for the 10 million people approaching retirement in the UK. Financial advice is where the value is for clients, the rest of the value chain can and should be commoditised. Let's help people to retire with confidence and smash through the outdated system to create something truly fit for purpose."

Sam Whybrow, Owner of Thanks Wealth Planning, commented: "It doesn't surprise me that Betafolio has reached £1billion of AUM and I can see this just being the start of more to come, especially with their integration with the equally impressive Timeline.

Their focus is on delivering quality for every type of advice firm, small, medium, or large, and they deliver for my firm and for our clients. The transition process was simple but highly effective for us and our clients.

As a small business owner Betafolio allows my firm to compete with any UK advice firm by offering our clients a top-end service and investment strategy. Betafolio is a truly scaleable DIM service for our business without the loss of any control for me, my firm, or our clients. Keep up the great work"

Adam Seale, Chairman of and founder-investor in Timeline, said: "Advisers that use Timeline's technology and low-cost Betafolio model portfolios can help their clients achieve their planned investment pot at retirement and also manage drawdowns to reduce the risks of running out of money in retirement. Congratulations to Abraham and his team for reaching the £1 billion AUM milestone."

Timeline is running a Nationwide roadshow in May and June 2022 which is free to attend for Financial Advisers. Find out more here.

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