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Jonathanfry rolls out cash management service to broader market

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Jonathanfry plc is planning to roll out its Dynamic Cash Management service to other wealth management and adviser firms.

Launched in March 2010 for jonthanfry's clients, the service aims to offer clients access to more competitive rates and moves cash on their behalf when better opportunities arise. It also places a significant focus on the security of various institutions and provides clients with up-to-date online valuations, regular paper statements and an annual consolidated income tax summary.

The service is available for a minimum balance of £100,000 with a fee of 0.3% per annum, subject to a minimum fee of £150 per quarter.

Meanwhile, jonathanfry will sign a no-compete agreement for clients that are introduced by advisers.

Jonathan Fry, private wealth director, said the



Jonathan Fry: Adviser demand

firm had decided to launch an intermediary version of the service on the back of demand from advisers.

'We recognised that cash is hugely important to clients, both in the security and liquidity it provides. Sensible advice on cash builds trust in the relationship between the client and adviser,' he said.

'Dynamic Cash Management enables advisers to provide their clients with a service often reserved for higher risk assets, to ensure that this cash delivers a consistently high rate of interest, without the need for the client or adviser to constantly monitor hundreds of deposit accounts.'