

## The challenge of cash

In today's markets, managing cash for clients can be a real problem. Interest rates are stubbornly stuck at historically low levels, and there is no saying when they will start to increase.

After the economic volatility of the past three years it is no surprise that investors want to keep some of their wealth in cash. Yet inflation is nudging up, and could reach 5% this year, eroding still further the value of assets held in cash. The challenge for advisers is that it is highly time consuming to constantly monitor the best rates for cash, and move the money around regularly to take advantage of the best rates, in secure institutions. This is time that advisers can ill afford.

As a possible answer to this problem jonathanfry plc launched Dynamic Cash Management last year, to provide precisely this service for their own clients. It has been very well received, and received very favourable reviews in the press.

Building on this success they have opened up this service to other intermediaries as well. To find out more contact jonathanfry plc on 01748 825971 or email [dcm@jonathanfry.co.uk](mailto:dcm@jonathanfry.co.uk).

