

ACCOUNTANTS AND IFAS BROUGHT TOGETHER BY BUSINESS ACQUISITION

Wednesday 5th October 2011

A Bristol based company that specialises in creating websites for accountants has made it easier for accountancy practices and IFAs to work together with the acquisition of IFA Systems – an expert in developing and delivering websites for IFAs, Financial Planners and Mortgage Advisers.

For PracticeWEB, which has specialised in providing websites for accountants for the last 10 years, it signifies an important step for the business, and recognises the fact that IFAs and accountants are intricately linked.

» Richard Sergeant, MD of PracticeWEB is excited about the partnership:

“We have spent a long time considering our options for expansion into other market sectors. Extending our reach into the IFA market space makes sense for our products and services, because we understand that, like accountants, they are essential advisers. Furthermore, the cultural fit of IFA Systems gives us a fantastic opportunity to extend our client base and expand our existing offering around websites, content and technology. By matching our business to a similarly successful organisation in an aligned industry, I’m confident we have the recipe for continued success.”

» Diana Baker, the current owner of IFA Systems, is confident that they have found the right organisation to maintain the high level of service and product development their existing clients have come to expect:

“We spent a considerable amount of time getting to know PracticeWEB before signing the deal and are confident that we have found a company that can continue to offer our clients the high level of service they expect. Everyone in IFA Systems is looking forward to working with the team at PracticeWEB to develop new services that will help financial advisers use the internet to provide a better and more effective service for their clients.”

The acquisition of IFA Systems, which is currently based in Charfield, further demonstrates the healthy state of parent company SIFT which employs 130 people within digital media in Bristol. 400 IFA Systems clients will be gradually moved over to PracticeWEB with minimal disruption to service.

About PracticeWEB

With over ten years experience leading the market, PracticeWEB helps accountants unlock the potential of the internet. The company designs, hosts and runs content rich websites and offer a range of additional services which enhance online presence and improve engagement with clients, prospects and key stakeholders. The combination of a full digital design agency service and expert content providers result in websites that are powerful marketing tools.

www.practiceweb.co.uk

About IFA Systems

IFA Systems Ltd has over 15 years experience in the IFA marketplace, with first-hand knowledge of how Independent Financial Advisers work. They specialise in creating, setting up, maintaining and developing websites and web-based features specifically for Financial Advisers and Planners, providing relevant and affordable web-based solutions to the benefit of both the Adviser and their clients.

www.ifa-systems.co.uk

Call **0117 915 0420**
Email more@practiceweb.co.uk
Online www.practiceweb.co.uk
Twitter [@practice_web](https://twitter.com/practice_web)

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