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For financial advisers only

Planning your platform switch

A practical checklist for financial advisers

A platform switch can create opportunities to improve client outcomes, support business efficiency and strengthen your advice proposition. Whether you're reviewing a small number of clients or considering a wider replatforming project, taking a structured approach can help you plan with confidence.

Use this checklist as a practical guide when assessing, planning and implementing a platform switch.

Platform switch checklist

1. Defining success

Consideration	Completed	Notes
Have you identified the reasons for considering a platform switch?	☐	
Have you defined the outcomes you're looking to achieve for clients?	☐	
Have you established the expected benefits for your business?	☐	
Can you clearly demonstrate how the proposed change supports good client outcomes?	☐	-

2. Understanding your clients

Consideration	Completed	Notes
Have you identified which clients may benefit from a platform switch?	☐	
Have you reviewed any valuable guarantees, protections or product features that could be affected?	☐	
Have you identified clients who may require additional support during the process?	☐	
Have you assessed the potential impact on clients' investments, pensions and retirement income arrangements?	☐	-

3. Assessing platform suitability

Consideration	Completed	Notes
Does the platform support your advice proposition and client needs?	☐	
Have you assessed functionality, online services and reporting capabilities?	☐	
Have you reviewed charges and overall value for money?	☐	
Does the platform integrate effectively with your firm's existing systems and processes?	☐	-



4. Understanding transfer implications

Consideration	Completed	Notes
Have you established whether assets can be re-registered?	☐	
Have you identified any investments that may require a cash transfer?	☐	
Have you considered potential out-of-market risks and costs?	☐	
Have you reviewed expected transfer timescales and operational costs?	☐	-

5. Planning client communications and implementation

Consideration	Completed	Notes
Can you clearly explain the benefits, risks and rationale for the switch?	☐	
Have you planned communications for different client groups?	☐	
Have responsibilities and governance arrangements been agreed?	☐	
Have key project risks and mitigation plans been documented?	☐	-



6. Monitoring and reviewing outcomes

Consideration	Completed	Notes
Are transfer progress and client communications being monitored?	☐	
Are any emerging risks being identified and addressed promptly?	☐	
Have the intended client and business outcomes been achieved?	☐	
Have lessons learned been captured for future projects	☐	-
Have you reviewed data quality and operational readiness?	☐	
Have you agreed a realistic implementation timeline?	☐	

Need support with a platform switch?

Whether you're moving a small number of client accounts or planning a larger replatforming project, careful preparation can make all the difference.

Our dedicated Platform switch service can support you throughout the journey, helping you plan effectively, navigate key considerations and keep your clients' needs at the heart of every decision.

Find out more about our Platform switch service and the support available before, during and after your switch **aegon.co.uk/platform-switch**

It's important your clients are comfortable with the investment choices they make as they may lose features, protections, guarantees or other benefits when they transfer. The value of any investments transferred can still fall as well as rise and your client may get back less than they invest. Any new funds your client moves their money into will have their own set of risks that will be detailed in the fund information available to you.

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