



**Media Release
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Xafinity SIPP and SSAS expansion plans

Xafinity SIPP and SSAS is expanding with the appointment of Jeff Steedman to Head of SIPP / SSAS Business Development at Xafinity and Simon Perry as Business Development Manager. The appointments have been made following the increase in demand for products and continued growth of the Xafinity SIPP and SSAS business.

Jeff has been with Xafinity for 6 years as SIPP & SSAS business development manager and is a regular and well respected press contributor. He will be responsible for the firm's new business strategy at a national level in his new role.

Simon will provide much needed support to the business development and technical teams. He joins from AEGON Scottish Equitable, where he worked in business development with financial advisers for over 25 years in the Bristol and South West region. Simon brings with him a breadth and depth of pensions experience, including SIPP and SSAS sales experience.

Andy Bowsher, Director of Self Invested Pensions at Xafinity, said: "Xafinity's adviser-led SIPP and SSAS business has grown significantly in the past couple of years and is going from strength to strength. It is clear some SIPP providers are still coming to terms with increased FCA scrutiny and regulation on their business and this is opening opportunities for us that we are well placed to take."

"I am delighted that Jeff has accepted the Head of Business Development role. Jeff has worked extensively with SSAS and SIPP in a number of roles over two decades, and vitally has been working very closely with advisers during this time. He also brings a genuine passion to this role. Jeff has been set the task to grow our business development capability.

"We are also delighted to have Simon join us. Simon's a good guy and really understands the needs of advisers. He too brings great energy to the role and is absolutely dedicated to finding the best possible solutions for clients and advisers."

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Notes to editors

Xafinity

Xafinity is one of the UK's leading specialists in pensions and employee benefits. Our expertise includes pensions and actuarial services, flexible benefits, SIPP and SSAS, and healthcare.

We have managed SSAS since 1979 and SIPP since 2004 and we have built a hugely experienced and growing team, with 50 specialised staff based in Stirling. We administer SIPPs and SSASs for around 4,000 clients and this includes around 1,500 commercial properties, a specialist area of self-invested pensions.

Xafinity SIPP Services Limited is authorised and regulated by the Financial Conduct Authority

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