
New Infinity Portfolios on Colonial First Choice Platform

Colonial First Choice?

With over 20 years of operation, First Choice is a large-scale master trust platform, managing \$114 billion under advice and utilised by 3,000 active advisors serving over 300,000 clients. The platform is seen as complementary, offering a broad range of solutions for client needs. CFS follows a two-platform strategy, continuing to invest in First Choice as the core master trust solution while also promoting CFS Edge as a modern wrap platform. The First Choice platform aims to deliver efficiency and value, and now by integrating the Infinity portfolios it supports advisers in delivering a consistent investment philosophy across different types of clients.

Positioning in the market

The efficiency and service advantages of the First Choice platform position it as the most efficient in the market due to its scale and unique structure. Unlike other platforms that use wholesale trusts, First Choice operates on a mandate structure, where Colonial First State acts as the investment manager and implements investment decisions internally. This setup allows for quicker market response and faster transaction times, such as processing withdrawals within two business days. The platform's efficiency and reliability are further validated by external ratings from Wealth Insights and Investment Trends, emphasising its value as a trusted partner for advisors.

What makes it attractive to advisors?

The advantages of using the First Choice platform lie in its efficiency and cost-effectiveness for advisors. Advisors who predominantly use First Choice tend to have more clients and generate higher revenue due to lower advice fees and reduced costs to serve, thanks to the platform's streamlined processes. The absence of a cash account or use of direct equities simplifies administration. Investments integration with advice technology, such as enabling direct client onboarding from Xplan, have improved efficiency by minimising manual data entry and operational risks. Additional features like straight-through processing, pre-populated forms, and multi-account setup further enhance the platform's efficiency, allowing advisors to focus more on client service.

Unique Structure

First Choice distinguishes itself from typical wrap platforms including CFS Edge by not having a separate platform administration fee, being simple and highly competitively priced, especially for portfolios between zero and \$1 million

It is particularly attractive for lower-balance or less sophisticated clients, helping manage overall administration and investment costs.

First Choice delivers a valuable proposition for advisors seeking a cost-competitive master trust solution, to completed their existing use of a wrap platform across a broader set of their clients.

New Infinity Portfolios Launched on Colonial First Choice Platform

Infinity Asset Management has recently launched four new investment solutions on the First Choice platform, designed specifically for the needs of clients suited to this platform. These new Infinity Choice portfolios —Moderate, Balanced, Growth, and High Growth — are not replicas of any existing Infinity offerings, but rather were built with unique construction tailored for First Choice.

The launch follows previous expansions like the Accelerate portfolios on CFS Edge, which waived platform administration fees, adding value on top of the investment component. These new portfolios maintain the investment approach and philosophy of Infinity Asset Management, including Strategic Asset Allocation (SAA) and Tactical Asset Allocation (TAA) views, ensuring consistency in the investment process.

Risk Levels and Asset Allocations

The new portfolios offer 4 different risk profiles, with asset allocations ranging from 60% growth and 40% defensive assets for the Moderate option to 90% growth and 10% defensive for the High Growth option. Each portfolio targets a specific CPI-plus return target, from CPI +3% for the Moderate portfolio to CPI +5% for the High Growth.

Efficient Administration

The efficient administration process on First Choice, including T+1 settlement, provides a significant advantage for clients needing quick access to funds, catering to scenarios like unexpected large purchases. Overall, the new offerings bring flexibility and efficiency while aligning with the familiar investment standards advisors expect from Infinity.

Active and Passive Investment Strategies

The new portfolios have a distinct structure that combines both active and passive investment strategies, catering to clients with simpler needs and smaller account balances where cost is a concern. Unlike the flagship Infinity portfolios, which mostly utilise actively managers, these new options allocate approximately 30% to passive investments, aiming to balance cost-efficiency with robust performance outcomes. The active investments primarily focus on equities and alternatives, while passive allocations provide broader global exposure in asset classes like fixed income, property, and infrastructure. This approach helps drive optimal outcomes for clients while keeping costs as low as possible.

Competitive Pricing

The portfolios are competitively priced, with fees ranging between 0.80% and 0.98% across the risk profiles. This positions them very well against other managed account solutions on the First Choice platform and even when compared to Industry Super funds. All costs are rolled into a single overall fee, simplifying the fee structure for clients. Advisors can access detailed information, including full portfolio holdings and fact sheets, through a dedicated Infinity microsite (below), making it easy to stay informed about these investment options.

[FirstChoice Portfolios - Infinity Capital Solutions](#)

Infinity Portfolio Ranges

Infinity now offers 3 distinct portfolio ranges with different levels of flexibility and cost, directly meeting the needs of more clients. Each range delivers the Infinity portfolio experience allowing advisors to match the appropriate portfolio to the client's specific needs:

Flagship

- Most comprehensive set of solutions offering Multi Asset, Single Sector and Direct Equity Portfolios for all client types
- Total of 13 portfolios to choose from

- These are best ideas portfolios with long track records
- Suited to clients with more complex or diverse needs
- Available across multiple platforms, BT Panorama, CFS Edge, Hub24 and Netwealth

Accelerate

- 4 new multi asset portfolios available on CFS Edge only
- Moderate, Balanced Growth and High Growth Portfolios
- These portfolios when used do not incur a platform administration fee
- Suitable as a Core component of a client's portfolio

Choice

- 4 new multi asset portfolios available on Colonial First Choice only
- Moderate, Balanced, Growth and High Growth Portfolios
- More suitable for clients with simpler needs or those focused on cost efficiency
- Has all costs rolled up into one simple fee
- Offers a streamlined, cost-effective solution with simplicity and ease of execution

Using Infinity on Colonial First Choice

The expansion of the Infinity offer on First Choice presents a valuable opportunity for advisors to diversify the solutions they provide across different client types and needs. This makes the First Choice platform a flexible and competitive choice when using Infinity Portfolios to achieve specific client outcomes.

Advisors are encouraged to reach out to their CFS contacts to learn more about this platform, for help with setting up client investments or using the platform for the first time.

The process involves simple steps such as accessing the managed account library, selecting the appropriate portfolios, and connecting the client. Advisors with online transaction authority (AOTA) can connect clients without additional consent. For reporting, First Choice offers both business-level and client-specific reports, including detailed investment allocation and capital gains analysis, which can be quickly generated through the platform.

For more information on the Infinity Choice Portfolios please reach out to Con Koromilas on 0412 945 147 or ckoromilas@infinityam.com.au