

Professional Adviser Awards 2011: The five best IFA websites

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And the award for best client-facing website in the industry goes to...

The firm was announced the winner in the 'Best Website' category at the *Professional Adviser* awards held at the London Hilton hotel on Park Lane last night.

WINNER: Informed Choice

Informed Choice was victorious for a number of reasons, including its many microsites, which it has set up as simple educational guides for its existing and future customers.



HIGHLY COMMENDED: Investment Quorum

London-based [Investment Quorum](#) was highly commended for its efforts.



The site offers an easy-to-understand hub for its customers, while features include its innovative 'client community' section.

Almary Green

Judges at the *Professional Adviser Awards 2011* were also impressed with East Anglia's Almary Green's efforts.



The site offers its readers jargon-free information on all its areas of specialisms, including investments, retirement planning and protection.