

Zurich Life's Pathway Funds head towards €40m

Zurich Life's Pathway Funds that were launched in October are proving to be very popular with Financial Brokers and Advisors. Already Zurich has seen inflows into the suite of five risk targeted multi-asset funds head towards the €40m mark.

Speaking about the funds, Ronan O'Neill, Head of Broker Marketing at Zurich Life said "Our new Pathway Funds were a cornerstone to our pension season roll-out and we have been delighted with the response so far. Financial Brokers had been asking for a very straightforward investment solution that was aligned to customers risk profiles. We think that the Pathway Funds, which match the industry preferred ESMA volatility bands, are perfectly designed for those customers."

A key differentiator from other multi-asset funds is that the Pathway Funds are actively managed. Zurich's Blackrock based investment team, headed by David Warren, has been managing multi-asset investments for over 20 years and has an enviable track record. The team approach to strategic and tactical decision making means that the investment managers can respond quickly to market movements. The Pathway Funds are fully diversified and each can include equities, bonds, property, cash and alternatives – decisions that are made on a daily basis by the investment managers.

The Pathway Funds were added to the Prisma Risk Profiler/Portfolio Builder and are now the 'simple solution' default investment option for customers. With the funds priced at Zurich's normal product AMC, it is perhaps easy to see why Advisors are recommending them to customers.

For more information on how the Pathway Funds could help your customers, just speak to your Zurich Life Broker Consultant or visit zurichlife.ie

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