

Third party validation that your fund is better than your competitors offer



# RateMySuper & RateMyPension

When design, data and functionality meet, can you afford not to have the best superannuation product comparator?

If you are confident your fund has what it takes and competes well against other providers, prove it by adding RateMySuper and RateMyPension to your website.

Updated monthly, RateMySuper and RateMyPension are website comparators that allow current and potential members to compare your fund's super or pension products with up to 20 competitor products.

By including RateMySuper and RateMyPension on your website, you send a clear message to visitors that you have absolute confidence in your products.

Because the data is provided by Australia's foremost independent super ratings company, members have absolute confidence in the integrity of the information they see.

Within the simple design, users have numerous navigation options and an extensive selection universe.

With ratings, awards, performance and product features compared, users can email or print a high quality PDF of the comparison results.

No two RateMySuper or RateMyPension installations are the same. Customised to suit your fund's visual identity and accessed via your fund's website, you can further determine the display order and inclusion of key rated data such as Investment, Fees & Charges, Insurance, Administration, Advice and Governance. Alternatively, you can use it as a back office tool for educational purposes.

Additionally, users can minimise data they consider not relevant before choosing to print their comparison results.

As part of the RateMySuper and RateMyPension product, we can also offer visitor analysis (which can be vital) for member retention strategies, competitor analysis and product development.

RateMySuper and RateMyPension allows you to reach members in a new way by providing unbiased opinion. This equates to your current and prospective members being better equipped to make a more educated and informed decision, in relation to their superannuation.

- Continually refreshed and updated monthly to ensure sustained relevance.
- Design flexibility for both 'web based' and 'field staff' versions available.
- Help text, guidance and report methodology content included in output.
- Optional user analytics reports available.
- Complements and enhances your product ratings to potential and existing members.

## Want to find out more?

For more information on SuperRatings® RateMySuper & RateMyPension, get in touch with us on **1300 826 395** or **info@superratings.com.au**

**superratings.com.au**

**About SuperRatings:** SuperRatings Pty Ltd ABN: 95 100 192 283 AFSL 311880 (SuperRatings) is a fully owned subsidiary of Lonsec Holdings Pty Ltd ABN: 41 151 235 406. SuperRatings believes that professional financial advisers need informed opinions on the best superannuation and pension financial products to provide real value for their clients. To meet this need, SuperRatings has in place an experienced research team, which draws on a robust research process to undertake in-depth assessment of superannuation financial products. No fee is paid by superannuation and pension funds to SuperRatings for reviewing and rating superannuation and pension financial products.

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