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Fund Supermarkets Set To Lead Last Minute ISA Surge

ISA season squeezed into last few weeks of tax year

Leading financial website, Interactive Investor (www.iii.co.uk), expects a last minute ISA sales surge in the run up to this year's tax deadline. Despite recent market volatility, thousands of investors are expected to buy ISAs online in the next two weeks, taking advantage of the extensive choice and low fees offered by fund supermarkets. Statistics from the Investment Management Association (IMA) show that 42% of ISAs were bought via fund supermarkets in January this year.

Rebecca O'Keefe, Head of Fund Management, Interactive Investor said: "People are leaving it longer and longer to use their tax allowance. We expect this year's ISA season to be squeezed into the last few weeks of March.

"This has been a growing trend year on year, but recent volatility in the markets has delayed investors even longer. Fund supermarkets are a good last minute option, offering extensive choice and good prices right up until the last minute.

"But while you can buy an ISA online as late as 11.59 pm on 5 April, you need to ensure your bank will give the green light to the purchase if you're paying by direct debit. Many banks now require prior warning about major purchases."

Interactive Investor launched its new trading platform in late January 2007 allowing investors to choose from more than 1300 funds from over 50 fund managers. Initial charges range from 0% to 1.5% with an average charge of less than 1%. Self-select Equity ISAs cost a flat £25 per annum irrespective of account value – with no account charges if the holding is invested in just funds or uninvested cash.

O'Keefe added: "Whether you invest in individual equities or funds, you should not miss the opportunity to use your ISA allowance. If you don't want to invest right now in the equity market you should still take advantage of your £7,000 allowance.

"You can either leave it in cash within the account or invest in a cash fund that will act as a safe-haven for the short term. This will then allow you to invest it later in the year at a time when you are happier with market prospects."

This year the most popular funds on Interactive Investor (2007 year to date) are:

1. Gartmore China Opps
2. JPM Natural Resources
3. Invesco Perpetual High Income
4. Neptune Russia & Greater Russia
5. Schroder Mid 250

6. Credit Suisse European Frontiers
7. Aberdeen Asia Pacific
8. Threadneedle Latin America
9. Jupiter Emerging European Opps
10. JPM Emerging Markets

ISA case studies, research and comment available upon request

About Interactive Investor

Interactive Investor is the UK's leading personal finance and investment website (www.iii.co.uk). From share dealing to savings, and from ISAs to mortgages, Interactive Investor provides independent tools and information to enable consumers to address all their investment and personal finance needs. Interactive Investor has 1.6 million registered account holders and 500,000 regular monthly users. Interactive Investor is currently celebrating its 10th anniversary. Interactive Investor Trading Limited, trading as "Interactive Investor", is authorised and regulated by the Financial Services Authority.

Notes to editors

IMA figures from the January

Read the full release [here](#).

The table showing ISA sales by distribution channel see [here](#).

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