Do I use the Fund Picker or research into linked funds?

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Firms who subscribe to both the product and fund modules of Synaptic Research have a choice: you can either use the Fund Picker as a quick and simple way of selecting the funds to recommend on a contract, or you can use the Fund Research link in order to conduct full fund research.

These two alternative links are highlighted in the screenshot below. (You can also start research into the linked funds on a contract from the home page.)

ract H	arch Contra	Fund resea	Save as PDP	nd picker	70						is contract	Linked funds on th
											ract type:	Provider and con
										Investment Bond (Advise AXA Wealth Investment Bond, Unit Li		Contract name: Provider: Product type:
			FE Global Sectors		Show all	tar al	ction C	Invert sele	Select all	Graph	Show factsheets	Select funds
AI	InitChg	Crown rating	QScore	Alpha	Vel.	10yr	Syr	Зуг	lyr		m	GL:Absolute Retu
1.		1	18	0.31	1.38		2.07	4.76	7.96	a	ock UK Absolute Alph	AXA Wealth BlackR
1.		3	10	0.15	0.39		2.05	1.94	1.00	ket	Absolute Equity Har	AXA Wealth Insight
1.		3	28	0.17	0.86			3.86	1.77	solute	rd Life Inv Global Ab	Return Strategies
1.		1	4	-0.05	0.94		0.31	0.22	0.33	im	needle Absolute Retu	Bond AXA Wealth Thread
AJ	InitChg	Crown rating	QScore	Alpha	Vol.	10yr	Syr	3yr	lyr		Energy	GL:Commodity &
1.		5	53	0.43	8.86	-0.94	-18.55	-27.37	-25.58		ock Gold & General	AXA Wealth Blacks
1.		2	47	-0.33	5.94		-18.64	-25.02	-44.57		tural Resources	AXA Wealth JPM N
A	InitChg	Crown rating	QScore	Alpha	Vol.	10yr	Syr	3yr	Lyr			GL:Convertible
		1	13	0.23	0.90			4.67	2.04		Global Convertibles	AXA Wealth Jupiter
1.												

In essence: the Fund Picker is a simple tool which stores your selected funds as part of the main research you are conducting.

The Fund Research link creates separate piece of research into the linked funds on the contract. You are then completing two pieces of research: one into the product type itself (such as ISAs or investment bonds), and one into the funds available on the contract you recommend in the first place