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Financial Services Partners (FSP) celebrates adviser achievements and network growth.

Financial Services Partners' has celebrated the recent growth of its adviser network and recognised the outstanding efforts of individual advisers at its four-day annual iachieve conference in Queenstown, New Zealand.

The conference attracted 130 delegates who took time out to work on their practices and refocus for the year ahead. Leadership, business and marketing planning, new business leads, practice efficiency and FoFA changes featured prominently on the agenda.

Financial Services Partners' Chief Executive Officer, Charles Smith, said: "The feedback from the conference has been overwhelmingly positive and suggests that the initiatives we have introduced over the last 12 months as part of our revamped adviser offer, FSP DNA, are right on target."

Adviser numbers grow

This is supported by the number of advisers joining the group with 21 advisers appointed since January. Six advisers are currently going through the on-boarding process and an additional 12 advisers are in the pipeline. "We definitely aim to continue with the positive growth we have experienced so far and are looking to cement our position as one of the premier boutique licensees in the industry," said Mr Smith.

Reward and recognition – 2012 iachieve award winners

The Queenstown conference also incorporated FSP's annual iachieve awards evening, where individual advisers and firms were recognised for advice excellence. In reviewing the award nominations, FSP took into consideration a range of factors including: professional standards history, industry qualifications, willingness to share with peers and support the FSP mission and personal and business development.

This year, FSP added two new awards – the FSP Rising Star Award, recognising advice excellence among advisers who have been practising for five years or less, and the CEO Award, recognising individuals who have made an outstanding contribution to FSP.

The FSP iachieve awards winners for 2012 were:

- **FSP Rising Star 2012** – Brett Wright, Business Funding and Planning (Sydney)
- **Adviser of the Year Wealth Creation 2012** – Jarrad Murphy, Wealth Generations (Adelaide)
- **Adviser of the Year Wealth Protection 2012** – Luke Smith, Dragonfly Financial Services (Canberra)
- **Client Choice Award 2012** – Kyle Brown, Directions Wealth Management (Hobart)
- **Adviser of the Year Professional Standards 2012** – Peter Foley, Thirdview Financial Planning (Sydney).
- **Firm of the Year 2012** – Tempus Wealth, Colin Ward (Sydney)
- **Adviser of the Year 2012** – Paul ter Bogt, FSP Darwin (Darwin)

- **CEO Award 2012** – David Gaylard, FSP Responsible Manager and Training Manager, and Principal of Doquille, Perrett, Meade

Survey results

Coinciding with the positive conference feedback was the results of FSP's Adviser Benchmark Survey, confirming high levels of adviser advocacy and loyalty. 98% of current advisers are likely to both stay with the group and recommend the group to others. 80% of advisers are highly satisfied with FSP's brand and adviser offer with the FSP culture of support, and the excellent service of the SDM/BDM team being among the highest rated elements of the business", says Mr Smith.

"We have found the key to our increasingly competitive position in the market, in addition to our adviser offer, is our size and responsiveness. There are plenty of advisers shopping around for a new business partner at the moment and what we have found is they value the flexibility, family culture and personalised support we can offer. Our relationship with ANZ has only added to this with the addition of centralised services that will streamline the back office functions of advisers, leaving them free to focus on client service and advice", says Mr Smith.