All I want for Christmas

For the second year running we have put together a Christmas wish list of the products that can really help your clients as well as your business in the new year. Whether you are looking for a tech solution, a property investment vehicle or an ETF, Financial Standard has got you covered.
Christmas wish list

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App stores are crowded with seemingly never-ending lists of tools that claim to make our lives easier. But how do financial advisers decide which apps are actually worth downloading?

Your initial step should be to define your goals. This might comprise of one or more of the following: improve mobility and accessibility (to ensure that you are connected whilst away from the office), increase efficiency, enhance existing client relationships, or engage with prospective clients.

Be aware however, some apps are actually making life more complicated. “File storage apps, for example, seem to greatly assist by improving document accessibility,” IRESS senior business development executive Michael Kinens said. “Advisers are urged to read the fine print, as new privacy laws place greater responsibility than previously on organisations which transfer data overseas.”

“The solution is to use an app that securely accesses the information from your CRM,” he said. The app should also give you access to other key client information and functions. For example, advisers should be able to see and create appointments, file notes and tasks, access news and even provide life insurance quotes or undertake simple projections.

Another important feature that you should be looking for in an app is enhancing efficiency around processes such as the client Fact Find. Ideally, the app should facilitate the exercise whether conducted by an adviser, or if performed by the client themselves.

Utilising the right technology uniquely positions advisers to deliver a service which will provide their clients with a complete and holistic view of their ‘world’. “Few professionals hold such a trusted position with clients and this is further strengthened by the provision of a service which brings everything together in the one place, from assets and liabilities, to their important documents, to tracking progress towards their goals.”

Engaging with prospective clients is also paramount. Your strategy will need to seamlessly launch the prospect from your website into a secure portal where their journey with you can begin. Here your aim is to develop the prospect’s understanding of your approach, services, fees, etc. making the eventual transition to ‘client’ more streamlined and efficient.
DomaCom Fund

Tangible, easy to understand and boasting strong performance over the long-term – it’s easy to see why the appetite for property investing continues to go from strength to strength. But while buying a property outright is the simplest way to invest in the asset class, this might not always be practical especially for SMSF trustees who don’t want to borrow heavily through their retirement nest egg or weight too heavily to the asset class.

Property syndicates and pooled investment funds can help spread the risk and the cost between many investors, but it can be hard to get much control over what you buy.

That’s where the DomaCom Fund comes in. The ASIC regulated, internet based investment product operates under a managed investment scheme structure and enables investors, through their financial adviser, to create or join a book build to purchase a specific property. DomaCom calls this ‘fractional property investing’ but it has parallels to both property trusts and property syndicates.

Unlike traditional property trusts, DomaCom does not take money into the fund then select properties to purchase. The investor, through their financial adviser, chooses the property they want. In regard to syndicates, the DomaCom model is highly scalable with multiple liquidity solutions.

The bookbuild process brings investors together to secure sufficient money to buy their property of choice in a similar manner to traditional syndication. Once purchased the property is segregated into a sub-fund of the MIS with the property title held by the trustee and custodian.

Money to invest in property is held in DomaCom’s Cash Fund with an attractive 3.1% interest rate (at time of going to print). The DomaCom Fund has no internal gearing and tracks the pure return of property – rental yield and capital value. “There are several benefits to using the DomaCom Fund,” says DomaCom general manager, sales and marketing Warren Gibson.

“Advisers have a property solution for which they can charge a fee for service and they have a solution that helps protect their clients from unscrupulous property sales people. “The fund enables and indeed encourages diversification to minimise risk in a way that buying a single property does not. DomaCom model is highly scalable with multiple liquidity solutions.

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“The fund enables and indeed encourages diversification to minimise risk in a way that buying a single property does not, and finally the asset allocation to property can be maintained by unitising it. “The DomaCom Fund is an ideal vehicle for advisers to increase their client reach across multiple generations in an asset class that is highly desirable but difficult to acquire.”

www.domacom.com.au

SMSSF PROPERTY HEADLINES CONFUSING?

DomaCom eliminates borrowing and the need to buy 100% • Attractive pricing to alternative property trusts and syndicates • Tracks pure property return • Attractive cash rate for funds on deposit • Low entry level to invest in property • Choice – potentially any property for sale in Australia • Diversification – purchase a small parcel of units across multiple sub funds with different types of property in different locations • Comprehensive reporting on valuation, income and expenses • ASIC regulated MIS with the protection of a regulated fund • Liquidity options including a secondary market • No internal gearing • Corporate governance underpinned by Australia’s oldest and largest RE and Custodian

FOR FURTHER DETAILS ON FLEXIBLE PROPERTY SYNDICATION CONTACT YOUR NEAREST SALES OFFICE.
Adviser Intelligence

Technology is financial advisers’ best ally to succeed in the challenges that the industry is facing at the moment. Compliance, client engagement, public scrutiny and the Future of Financial Advice (FoFA) legislation all demand that advisers become more efficient and their processes less costly.

Adviser Intelligence (a.i.) is an end-to-end solution that streamlines the lead generation, client engagement and advice process.

The cloud-based platform allows financial advisers, mortgage brokers and accountants access to tools to deliver investment advice, mortgage, accounting, risk and estate planning from one place.

Adviser Intelligence is simple to configure and can be accessed through any device, including mobile phones and tablets. It is affordable from only $129 per month.

The solution features a My Day Dashboard, which gives the adviser a snapshot of their day and access to quick actions such as enquiries, file notes and contacts.

The Campaigns module allows the adviser to create and manage campaigns, eNewsletters and events seamlessly, through email marketing, web and social media so advisers can connect with clients and reach new markets to help generate leads.

With the Pipeline, advisers and managers have greater visibility over their performance in a single screen. Advisers can connect to opportunities through every stage of the advice cycle and ensure no lead or referral falls through the cracks.

Adviser Intelligence includes a sophisticated CRM, meaning one true source of client data and the a.i. Client Portal means that ongoing reviews and reports become automated and client data can be shared across centres of influence. A.i.’s inbuilt client engagement process and tools assist with web-based client discovery through fact-finding and risk profiling to on-board clients easily.

A Migration function makes it easier for any practice to migrate from other software providers to Adviser Intelligence.

“Advisers must adapt to future technology before it is too late,” Adviser Intelligence director Jacqui Henderson says, and adds that “a.i.’s platform has been designed as a true industry convergence platform.”

“The quote
Advisers must adapt to future technology before it is too late.
Jacqui Henderson, director, Adviser Intelligence


Discover a.i.’s end-to-end cloud based platform and streamline your lead generation, client engagement and advice process.

Financial planning just got a whole lot simpler for 2015.

a.i. app store
Campaigns
Client engagement
CRM
Advice
Client portal
Workflows

Learn how to simplify advice with a.i.
adviserintelligence.com.au
AstuteWheel Estate Planning tools

Providing clients with a tangible estate plan in the time it takes to deliver a client review is crucial to running a successful practice. But combining speed and thoroughness is not simple, especially when it comes to ensuring the client is fully protected.

Software provider AstuteWheel has an answer to this problem with its Estate Planning tools.

“Outsourcing estate planning to referral partners is wasting a great opportunity to add value to clients,” Hans Egger, co-creator of the AstuteWheel Estate Planning tools says.

“By walking clients through the estate planning process, ultimately producing an estate plan briefing document which they can take to a solicitor enables all parties involved in the process — the client, financial planner, solicitor and accountant — to understand the client’s situation, without the client having to repeat and recall their details to each professional.”

The document details assets and liabilities; contains a family tree and entity diagram which together explain who owns, owes and controls all the major assets and liabilities; what special relationships, or specific risks, need to be catered for; and what asset protection and tax consequences need to be considered.

Egger says that as well as adding to the planner’s suite of services, the AstuteWheel Estate Planning tools provides peace of mind for dealer groups, as their practices will be better able to fulfil their Best Interests Duty. It also helps advisers offer a more complete service to their clients and as a consequence increase revenue.

AstuteWheel puts the emphasis on the client, and the first thing a client must understand is what advice can do for them. As Egger says, “In the brave new world of financial advice, it’s the client who must determine the scope of the advice, not the adviser.”

“But before they can make a decision around this, clients need to understand what it is financial planning can offer them and what services they may benefit from.” This, he says, is also something AstuteWheel can help advisers with.

“Technology now provides the tools advisers need to clearly show how the financial planning process works. Hans Egger, co-founder, AstuteWheel

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Includes over 30 of Australia’s best Tools and Modeling Calculators for financial advisors

The AstuteWheel is a true end-to-end client engagement process for professional financial planning practices

Over 420 financial planners across 50 dealer groups are already using the AstuteWheel. Find out why...

ASTUTE WHEEL
Better advice. More clients.

astutewheel.com.au
AdviceInnovation

In an industry dominated by large players, AdviceInnovation helps advisers locate innovators in the financial services industry. The initiative is led by a group of industry entrepreneurs that realised that many of the industry’s great innovations are well kept secrets due to a lack of funds to promote these great ideas.

Adding value for clients, business efficiency and business profitability are top of mind for both the innovators featured on the AdviceInnovation website and the advisers who use their services.

The innovators work closely together and conduct regular innovation ‘think tanks’ to improve each other’s offerings.

The members of AdviceInnovation have been personally invited to join and they meet the following criteria: they are cutting edge, they have an innovative idea that has been commercialised and has been proven and they are the best in their category.

“We don’t want our solutions to be a secret and we don’t want other innovators to be left out in the cold either,” AdviceInnovation director Michael Topper says. “This hub brings best of breed solutions to advisers, by shining the spotlight on the businesses that are putting time and money into making the adviser’s job simpler and more effective.”

There are a total of 24 categories pre-listed and once a particular category is taken, it’s gone. AdviceInnovation promotes the innovators’ applications and services on the AdviceInnovation website hub, via direct marketing communications to their databases of advisers and via public relations, conferences and marketing.

Current Innovators featured on www.adviceinnovation.com.au are:
- AstuteWheel for the client engagement category
- 64 Media for public relations
- Now Sorted! for safe keeping of important documents
- Complete Client Connection to re-engage disengaged clients
- The Social Adviser on social media
- AdviceConnect on client communication apps
- innergi for website content, client education & Newsletters
- flongle on mortgage broking

The idea of setting up AdviceInnovation came from Topper’s experience in starting a new business: “When I was first involved in co-founding, developing and launching a successful innovative system for financial advisers, I soon realised that although it might be a brilliant product, if the target audience can’t easily find your product then you can’t help them improve their business,” he says. FS

The quote

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Michael Topper, director, AdviceInnovation

AdviceInnovation
Connecting Innovators & Financial Planning Entrepreneurs

Everything an adviser needs to build a great business

www.adviceinnovation.com.au

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“Investors can gain exposure to sectors that are absent or poorly represented in the Australian market, from IT to pharmaceuticals, and some of the world’s largest companies, including Exxon and Apple, by investing in the S&P 500 through SPY,” Skelly says.

The SPDR S&P 500® ETF is recognised as the world’s largest and most traded ETF and has been used by some of the world’s leading investors for more than 20 years. Its largest holdings include Apple, Microsoft, Johnson & Johnson and General Electric.

“It is a misconception that investing in international shares is complicated, expensive and time-consuming but with SPY, you avoid administrative overheads and currency headaches because all trades are executed in Australian dollars on the ASX. It is also available on a range of popular wraps and investment platforms.”

“SPY is a flexible and cost-effective portfolio construction tool that can be used as the core of a larger international holding or for tactical US equities,” Skelly says.

“With a single, low-cost investment, SPY provides quick and easy access to some of the world’s largest companies through the world’s most traded ETF.”

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Amanda Skelly

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Visit our website today at spdrs.com.au/healthyportfolio

SPDR S&P 500 ETF

Though the Australian share market has been a great place to have been invested over the last 20 years, with questions over how the economy rebalances following the end of the investment phase of the mining boom, the next 20 years are less than certain.

What is certain is that with just 2% of the globe’s gross domestic product coming from Australian companies, investors who don’t have money at work overseas are missing out on a huge opportunity.

One of the simplest ways to get direct offshore exposure with one trade is through an exchange traded fund such as the SPDR S&P 500 ETF (ASX: SPY). The fund tracks the performance of the largest companies in the US, where growth prospects look particularly strong.

“As the US market continues to strengthen and US equities become more attractive, there are many reasons you should access the world’s largest economy with an investment that seeks to track the performance of the S&P 500,” State Street Global Advisor’s head of SPDR® ETFs in Australia Amanda Skelly.

“In a market of our size, concentration risk can limit the opportunities of local investors. In one investment, your clients can gain exposure to over 500 US stocks across more than 25 industry groups – this diversification is hugely beneficial.”

There is a misconception that investing in international shares is complicated, expensive and time-consuming but with SPY, you avoid administrative overheads and currency headaches because all trades are executed in Australian dollars on the ASX. It is also available on a range of popular wraps and investment platforms.

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