

## MLC Licensee Services - Risk Innovation video Pod Cast

### Topic: Key business strategies



Fiona Navarro  
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Network

Hi I'm Fiona Navarro, National Manager for Protection advice for the MLC Licensees. Capturing future growth opportunities in your business is critical. I'm pleased to say that this video pod cast will give you insights from a number of very successful businesses that we deal with, talking about their opportunities and perspectives on growth.

Mark McNeany  
Vertex Group

I suppose the aspirations for our business in the future would be really focusing and continuing to develop our client engagement process.

Michael Smith  
Pure Financial  
Management

I like change and I think we're about to see some pretty significant changes in the industry.

Nicholas Sinclair  
Wealthfarm Financial  
Planners

My aspirations for the business is to be a leading business. The industry is going through a lot of evolution at the moment and there are not a lot of young principals around. I'm only twenty nine years of age.

Gary O'Sullivan  
Blueleaf Consulting

We want to enhance our service offering. We're very process driven in our service offering, what we would like to do is develop that further

Nicholas Sinclair

Our business is one that is a boutique business. We've got twenty two staff now and we are wanting to grow the business and be industry leading which is why were the first business in Queensland to get the ISO five ticks of approval.

Matthew Read  
Monet Financial  
Solutions

I'd like to continue to build the business that in the future is recognised as being a professional business and that can continue to take on clients where we can add significant value

Jonathon Davis  
Davis Insurance

Business insurance clients have a particular need for hands on on-going attention because circumstances change within their business

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Peter Kirby Life Risk Management	We would really like to be a leading practitioner in the delivery of business and family protection strategies. We see that as a niche market and if you're not in that technically competent space, you'll be left behind the field
Liam Diggin Mentor1	My aspirations for the future are to grow the practice and probably step back from the face to face advice role over the next five to ten years
Dennis Jones Beacon Wealth	We're endeavouring to grow the business significantly over the next two years. In particular, in the SME market
Mark Staggs Godfrey Pembroke	The client base will be more on the business insurance side.
Jacob Waks Risk Protect	I would like to see my business grow considerably over the next few years. I think there is definitely a great need for life insurance specialists.
Paul Rawson Finance Control	I'd like to be more of the person who's in the business. We've built a team that doesn't rely on me
Lena Ridley Batir Wealth	<p>Our key strategies for insurance in Batir Wealth, is very much business insurance in the context of business succession planning. And our key strategies for growing that area of advice in our business, is to very much surround ourselves with a network of specialists from other industries.</p> <p>So that we can provide that full service, end-to-end business succession planning, for our business clients.</p>
Rachel Martin Planning for Life	I'd like to have more of a focus on business succession planning and business insurance.
Nicholas Sinclair	Succession planning and risk management inside businesses is a key area that we are going to be focusing on. There's very few people that are actually qualified and skilled in this area.
Paul Rawson	We have a total of twenty one staff, there's ten advisers and there's ten back office and then our CEO. We also have within that area, we have a marketing section so there is a manager of growth and development, that's a new role for the business.

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- Rachel Martin
- We have a General Manager who we employed over a year ago, and that was one of the best decisions we ever made.
- He takes on a lot of the work that I guess allows the owners and the principal financial advisers to go out there and do what we love the best, which is seeing our clients.
- And then we also have four associate advisers who also help us with not just the planning and helping us develop the strategy, but they also work alongside us in appointments providing service to our clients.
- Gary O'Sullivan
- We're always looking at how we can improve our service offering. We would like to build a bigger business, but we don't want to outrun ourselves.
- I think it is important to get the right foundations in place; given the fact that we are still a relatively new, we have only been going operating for three years, we've taken a lot of time to actually set those foundations and work continuously on a project plan that we update as required.
- Matthew Read
- Our key focus areas at the moment are business insurance. I have a chartered accounting background so we have a great resource to draw on in terms of assisting accountants and other advisers in providing a professional solution for small to medium businesses.
- Jonathon Davis
- So the challenge now is building a back office and a support mechanism to support those clients.
- Mark Staggs
- Perhaps a lot more of the clients are spread out across Australia. I also work a lot with expats and doing their services from Australia for overseas.
- Gary O'Sullivan
- The majority of our business is actually referred through referral arrangements that we have with accountants and financial planners and client investment advisers.
- So there's a lot of time spent working with those relationships; they are a very key part of what we do in our business. Building those relationships, and in the first instance, you've got to get their trust, so that they're confident and comfortable that if they want to put you in front of their client, that you can deliver the right advice to clients.

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Liam Diggin                      Our insurance business is very much focused on families, so we provide a very comprehensive advice package.

Mark McNeany                    Over the many years in business we have learned now that it's understanding our client, and building a relationship through trust by understanding those needs they have.

The solutions around product and strategy we believe, would just unfold naturally based on the engagement process that we undertake with our client.

Lena Ridley                        We thought that the current set of conditions in the economy were actually perfect for starting a business. Clients are feeling protective of what they've got at the moment and we really believe that our service offering adds value to those clients looking to protect their wealth.

Jonathon Davis                    The only thing that I think that will change in the future is to ensure that we are completely up-to-date with the changes in legislation that may impact the way we advise business owners.

Paul Rawson                        I'm the owner, I'm actually not the boss. I have a CEO and I report to him. And that allows me to be concentrating on what I really like to do.

Lena Ridley                        We also think if we can build a strong and efficient business when times are tough, then we're less likely to be fat happy when times are good. We'll be very much focussed on having those efficiencies from day one as we grow, which over the longer term we think will build a greater value in the business.

Paul Rawson                        Standing still is going backwards. We're always on the move, we don't know where and future is, we haven't seen it yet and will continue to soak up every opportunity to expand our business and to grow our advice offer.

[end transcript]