

A true story

Most people contain the seed to their own financial success within them but they are often held back from reaching their full potential because of a lack of self confidence and poor financial advice.

Even successful business people often lack the financial knowledge to invest their money to see them through to the end of their retirement - which could be longer than their working life.

Ellen tells a story about how in 1985 she began training as an adviser in the financial services industry with one of Australia's largest financial institutions. Those days things were very different to the way they are today.

Compliance, as we know it now, was almost non-existent but that didn't necessarily make life as an adviser easy going. Most were trained on the job, worked in a commission only environment and were expected to find their own clients. To discourage advisers with good selling skills from being over-zealous many reputable financial institutions expected the adviser to pay all commissions back to the company if the client changed their mind within the first 12 months.

Needless to say the great majority of 'would be' advisers left the industry within the first 12 months because they could not afford to live off their income. When I learned this I decided to pay a lot of attention to people in the industry who were successful.

What were they doing that the others were not?

I was invited to attend a National Industry Conference. At last I would get the opportunity to meet some of the more successful advisers in the country. There was one particular adviser I was most anxious to meet. He had been in the industry for many years and his client's wealth and consequently his own, was legendary.

When I first laid eyes on this man he did not fit my image of success. He appeared to be in his early 50's with faded red hair and freckles. His smile had character but his teeth were not 'executive' straight.



"He did not fit my image of success."

He was dressed in comfortable slacks and smart casual shoes and wore an open-necked shirt and sports coat when a business suit would have been more appropriate I thought. I watched him for some time conversing with some of the other advisers. He seemed very relaxed and approachable and when he laughed you could tell it was genuine.

Later on in the evening I managed to pluck up the courage to introduce myself. After a bit of preamble I asked him if he could give me a few tips on becoming a successful financial adviser.

He told me that there was no real secret. He just enjoyed talking to people he said. He never regarded anyone when he first met them as a potential client. He was more interested in hearing their hopes and aspirations, learning about their careers, their families and their joys as well as their disappointments. If he felt comfortable with them and they with him 'sometimes' he was able to help them. He believed that financial planning was a joint effort between the client, himself and the client's other advisers.

He had a humility about him that was refreshing and he made it sound so easy and over the years I followed his advice and I found that it was.

Our clients take it for granted that their adviser not only knows their financial position but liaises regularly with their accountant, lawyer and banker if necessary with a view to maximising their position in a changing investment and business environment.

ES&A is supported by the latest technology, the largest investment research group in Australia and decades of adviser experience. Our family company has advanced succession planning already in place and the consulting advisers have a Masters in Applied Finance.

If you think you would like to be a client of one of the oldest boutique financial planning businesses on the Sunshine Coast you should first come to one of our Investment Workshops where you will be treated to a delightful hot supper and hear for yourself our unique investment philosophy.

Our FREE workshop will be held in Buderim at 6pm on Tuesday, 24th July. If you have a partner you must both attend and seating 'is' limited. Those interested may ring Cathy on 5445 6044 or register their interest on our web site www.esafinance.com.au.



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