

(STANFORD BROWN)

pathways2advice



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Financial planning is about developing strategies to help clients manage their financial affairs and meet their life goals.

It is a truly noble profession.

At Stanford Brown, we believe that quality advice has the power to transform lives.

We believe financial planning is about helping people define and articulate their goals, and then working with them towards achievement. These goals might be achieving financial freedom, building an investment property portfolio, getting spending under control, retirement planning, repaying debt or funding their children's education.

Financial planning is about creating strategies to achieve these goals. It's also about holding your clients accountable and being courageous with your advice.

Financial planning involves making provisions to help protect a client's wealth by setting up a contingency plan. Unexpected illness, injury, or even death could drastically affect your client's life and financial wellbeing as well as the people who depend on them.

Financial planning requires being passionate about helping others realise their financial goals and dreams. It is about being the professional adviser who can give an objective view and guidance when a client's financial

play goes off track. It requires being a compassionate adviser when something goes wrong, and building a lifetime relationship with your clients, their family and beyond.

It is about becoming their trusted adviser.

The Stanford Brown pathways2advice program has been designed to help new entrants to the advice industry, be they recent graduates or career changers, understand what it takes to be a great financial adviser and guide them along the journey.

From superannuation, budgeting and retirement planning, to investments and tax advice, to estate planning and insurance – our unique program will equip you with the knowledge and skills you need to provide heroic financial advice.

You will have your career path mapped out for you; learn from the best advisers in Australia as well as recent P2A graduates; receive on-the-job training, including hands on learning such as role playing as well as studying intriguing recent cases; all so that you can become a trusted lifetime financial adviser.

program outcomes

Upon successful completion of our pathways2advice program, you will:

- have identified your unique pathway to advice
- have built the confidence to engage with a broad client base
- have learnt basic client relationship and engagement skills
- understand how to assess your client's risk profile
- have gained technical expertise in the areas of insurance, superannuation, estate planning, debt and investments
- understand the regulatory landscape and ethical obligations to your clients
- have an appreciation of best practice standards in financial services

Character traits of a Heroic Adviser

- One who acts at all times with integrity, professionalism, and respect for others
- Has a contagiously positive personality
- Has the courage to ask challenging and difficult questions
- Curious about the way the world around them works
- Strong written and verbal communication skills
- Is a wonderful listener (talkers need not apply)
- Empathetic
- Strong emotional intelligence
- Leader (a great adviser is not simply an order taker)
- Organised and disciplined
- Resilient (expect much 'constructive feedback' at Stanford Brown!)

WHAT ARE THE TRAINING AND EDUCATION REQUIREMENTS?

Currently, in order to become a qualified financial adviser, you will need as a minimum to comply with ASIC's Regulatory Guide 146 (RG146). However, in late November 2016, the government introduced new legislation, significantly increasing the education requirements to become a financial adviser. These come into effect in January 2019.

RG146

RG146 outlines the knowledge requirements that apply to a range of products on which advice may be given and a range of activities relevant to the advice process. All advisers providing financial product advice to clients must have specialist knowledge about the specific products they provide advice on and the markets in which they operate.



Specialist Advice Areas

You may be required to complete additional short courses in order to attain authority to provide advice in specialist advice areas.

Tier 1 specialist knowledge may include knowledge about financial planning, securities, derivatives, managed investments, superannuation, insurance, deposit products and non-cash payment products, foreign exchange, First Home Saver Accounts (FHSAs) and margin lending facilities.

Professional Standards of Financial Advisers

- ✚ New financial advisers from 1 January 2019 will require a degree, to undertake a professional year and pass an exam.
- ✚ All financial planners, both new and existing, will be required to undertake Continuing Professional Development (by 1 Jan 2019), be subject to a code of ethics (from 1 Jan 2020) and pass an exam (by 1 Jan 2021).
- ✚ Existing financial planners who need to undertake additional study to meet the new education requirements will have until 1 January 2024 to meet the new standard.

Tax Financial Adviser

You may be required to complete additional short courses in order to comply with the Tax Practitioners Board requirements for tax (financial) advisers under the Tax Agents Services Act (TASA).

A tax (financial) advice service is the part of financial advice which interprets and applies the tax laws (including tax, super and SMSF laws) to the personal circumstances of the client. Stanford Brown engages clients in a holistic manner and, hence, it is important to understand how your advice impacts a clients' tax position.

Our commitment to you

Vision for advice pathway – We will offer you a range of experiences which complement your strengths, so that you may identify your ideal advice specialty and map your personal career path to being a financial planner.

Regular performance and feedback – You will be teamed with an experienced adviser and actively participate in all advice events. You will also have regular catch ups with division heads to have an open and informal dialogue on how you are progressing, and to keep you engaged through mentoring.

Further education opportunities – We will identify and suggest further training opportunities for you through recognised training organisations, industry experts, professional associations and personal development days.

your pathways²advice

Stanford Brown's advisers are authorised to provide advice by our licensee, The Lunar Group. The areas of advice that you may be authorised to provide financial services in will depend on the qualifications you have attained.

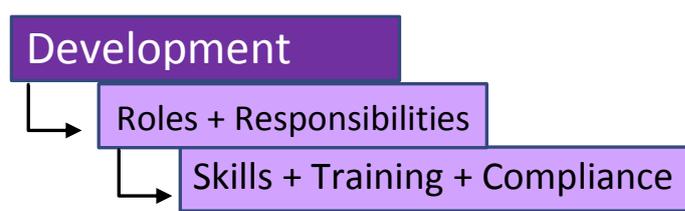
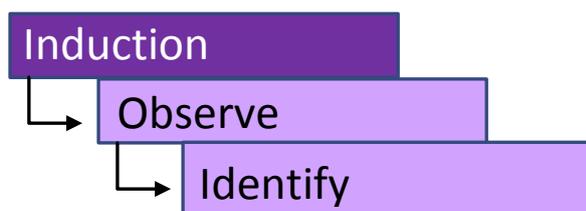
In line with Stanford Brown's commitment to higher education standards for all advisers, you must have attained or be working towards completing a relevant university degree. Your pathways²advice program will be tailored specifically to you and the duration of your program will vary between 1 and 3 years depending on your prior education and relevant industry experience attained.



FOUNDATION TO MASTERY –

Be the best you can be





The goal of this section of the program is to give you the opportunity to map out your own career path by choosing an advice specialty or a combination of specialties that you enjoy best.

During this time, you will be offered real time experience in various roles and departments within Stanford Brown so that you may see all facets of the advice process before electing to proceed with a particular specialty.

A monthly rotation will be suggested where you may attend meetings and receive one-on-one catch ups with an adviser in special advice areas such as Private Wealth Management, Personal or Business Risk Insurance and Corporate Benefits Consulting.

You will be working with clients who are:

- Working families
- At pre-retirement or retirement stage
- HR teams running engaging benefit programs for their employees

Each type of client may have a number of product solutions including:

- Business and personal risk insurance
- Private wealth management for superannuation and investment
- Lending solutions (requires further accreditation to provide credit advice)
- Corporate superannuation and insurance plans

The aim of this period is to understand your role and responsibility as a future adviser. It enables you to observe and shadow a more experienced member of staff and the content of their working day, communication, skills and methods of decision making. You will observe best practice in action, understand the Best Interests Duty and the value of compliance in our heavily regulated industry.

Having chosen your preferred pathway to advice, you will be paired with a Stanford Brown adviser who will act as your mentor and primary point of contact throughout the Program. During this period, you will be invited to participate in a number of activities to gain relevant experience in your chosen specialty. This is not just a shadowing program, you will be an active associate.

You will be invited to:

- Attend client meetings
- Undergo fact-finding process with clients and the administration team
- Actively participate in internal advice production meetings
- Oversee and assist in implementation and reviews
- Attend catch-ups with professional referral partners to see how financial advice impacts a client's situation in other areas such as estate planning, property management, and taxation planning.

Where required, additional training will be offered through product and software providers and you will join adviser offsites, personal development and other training events.



Your participation in our program does not cease after you've run your first solo client meeting or signed your first Letter of Engagement. You will continue to meet regularly with senior advisers and external professionals, to allow you to:

- Work and communicate effectively with your advice team
- Learn the nuances of client dispute resolution
- Manage stress and pressures
- Achieve a great work/life balance



YOUR TRAINING SCHEDULE

Your year-long training schedule will feature a range of sessions on different aspects of our business. By garnering a thorough understanding of each element of the advice process, you will build a holistic knowledge of our practices. We believe there is simply no

substitute for building your knowledge from the ground up; and so we will endeavour to leave no stone unturned, and no question unanswered, on your pathway to advice.

Your calendar will include:

- ✚ Technical sessions and Masterclasses
- ✚ SB Monthly Market Briefings
- ✚ SB Quarterly Investment Analysis
- ✚ Compliance Sessions
- ✚ TLG/SB Group Training Events
- ✚ Adviser Training events
- ✚ Product Training

The Stanford Brown pathways2advice program has been designed for career-minded individuals, to provide an opportunity to learn first-hand from financial planners who are immensely passionate about this industry.

From day one you'll be challenged by the work you do, yet supported by a collaborative working environment where all ideas are welcomed and teamwork is paramount. You'll address the everyday challenges and opportunities that face those seeking advice, and be encouraged to bring your best ideas to help our clients. There simply is no better time to take an active role in shaping your financial planning career, and better place to do so than at Stanford Brown.