
Media Release

17 September 2010

CHANGING COMMUNICATION STANDARDS IN FINANCIAL PLANNING

Life Planning Solutions recognises the importance of different communication needs for varying client circumstances, locations and age groups.

The financial planning firm, based in Sydney's north shore, has been providing financial advice for seven years to local residents as well as clients interstate and overseas and acknowledges the need to provide their clients with a range of communication options.

Advisers Ace Ilievski and Kathryn Fitch have been with the business for over eleven years combined, and similarly loyal clients have continued to seek their advice when they've move interstate or abroad.

Kathryn explains the challenge in continuing to meet high service expectations when face-to-face meetings are not an option.

"Client trust can be harder to retain when they can no longer be physically involved in the planning process. Uncertainty can creep in when a client cannot see the professional in their work environment."

The internet has played its part in reducing client confidence, with impersonal emails and 'get-rich-quick' websites. But Ace believes that with correct use, the internet should be increasing client expectations when it comes to exemplary service.

"Skype has changed the way we do business with expatriates and immobile clients – we can now conduct reviews & appointments with visual materials to aid understanding, with a lower cost than previously limited international phone calls.

"We also use Twitter to keep clients up to date on the ever changing superannuation industry, as well as market announcements and economic data. This is an improvement on the longer emails that fewer and fewer clients have time to read", Ace said.

The use of the 'Professionals' social networking site LinkedIn has also increased opportunities – clients can see the planner's referred specialists and in turn clients can refer colleagues to the planner.



As a result of the embracing web based technologies, Life Planning Solutions has experienced an increase in younger clients who have traditionally been reluctant to engage in the traditional sequence of face to face boardroom meetings.

If you would like Ace or Kathryn to assist you meeting your financial goals, call Life Planning Solutions on 9406 0150.

-ends-

Available for media interview/enquiries:

Ace Ilievski/Kathryn Fitch ph: 9406 0150

Ace Ilievski and Kathryn Fitch are Authorised Representatives of Charter Financial Planning Limited, ABN 35 002 976 294. Australian Financial Services Licensee – licence number 234665.

This media release provides general information only. You need to consider with your financial planner your investment objectives, financial situation and your particular needs prior to making an investment decision.