

# Bombora Advice

## Media Release

### Bombora Advice commences business with CRA - first Risk Specialist to join group

**Tuesday September 10, 2013.** Bombora Advice (Bombora) Managing Director, Wayne Handley, has announced that his vision of bringing a new and innovative business model to the marketplace has come to fruition and has commenced its operations with leading risk specialist Complete Risk Analysis (CRA) the first to join the boutique dealer group, effective this month.

In welcoming CRA as Bombora's first signing, Wayne Handley said word-of-mouth and a sound, non-aligned boutique business model and marketplace offering designed to complement, engage and support the dedicated needs of risk professionals have been key drivers of industry interest in the new enterprise.

CRA was founded in 1998 on the premise that comprehensive risk planning (wealth protection) requires specialist knowledge and understanding to ensure that all the client's needs are addressed.

Today the company is one of Australia's leading risk protection specialists operating from its Melbourne Head Office with six advisers and eight support staff providing advice services to the clients of fifty-five referring partners across Victoria and New South Wales.

Commenting on the decision to join Bombora, CRA Founding Partner and Principal Adviser Glenn Kerr identified sense of ownership of their own licence, and dealing with like-minded businesses and institutional non-alignment as the key factors that underpinned the move.

Kerr is confident working within a collegiate environment of peer businesses that encourages and facilitates the sharing of ideas, experiences and knowledge will be of immense long term benefit to CRA's clients and advisers.

"The move to Bombora has been overwhelmingly supported by our referral partners, advisers and clients, as the benefits of specialisation and independence of institutional alignment and influence is most welcome," said Kerr.

"We wanted to be associated with a specialist, independent licensee that comprised a leadership team with hands-on industry expertise and a dedicated, focussed infrastructure to support CRA's client advice model and growth aspirations. Bombora Advice ticked all those boxes!"

A further beneficial outcome will be the peer group discussions that will unite in a single voice to articulate the needs, concerns and issues of the risk sector in the financial services marketplace.

After leaving MLC last year, Wayne Handley identified a need and demand for a boutique alternative to the traditional dealer group model and consequently, after extensive research and analysis, established Bombora Advice.

His aim was to create a fresh, innovative, advice-led business that was dedicated to working in harmony with fellow, like-minded professionals. Bombora's key points of difference are the focus on productive relationships; managed growth and building an organisation based on 'sharing value'.

"Advisers that join Bombora will benefit from their association with a specialist licensee with a dedicated and focussed infrastructure, flexibility and scale to support the provision of professional risk advice in the post FoFA era", said Wayne Handley.

While CRA is the first join Bombora, Wayne Handley confirmed that more practices would sign up with the group over the coming months. He points out that growth would be in line with his strategy to build a boutique dealer group focussed on careful, managed expansion.

**Issued by Bombora Advice**

**[www.bomboraadvice.com.au](http://www.bomboraadvice.com.au)**

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**Pictured below:** Glenn Kerr, CRA Founding Partner and Principal Adviser

