



Media Release

Sentry Group Advice Readies for Milestone Year & Future Business Success

Monday January 30, 2012. Sentry Group Pty Ltd (Sentry) Chairman and CEO Murray Hills has announced that 2012 will be a defining year for its financial services business, Sentry Group Advice, the national dealer group that was rated 14th in last year's Money Management Top 100 Dealer Groups.

"The new FoFA environment and increasing demand for dealer groups to provide competitively priced services and programs to support the individual business models of advisers will be high on the '*shopping list*' of all practices and principals," said Murray Hills.

"Sentry is confident that its robust focussed marketplace offering will be reflected in retention of its existing advisers and act as an incentive for new recruits to join the organisation."

Delivering genuine *value for money* services and programs that will assist advisers to effectively and efficiently manage and grow their respective practices is top of Sentry's offering.

Sentry's Adviser Solutions & Licensee Services Package includes –

- Comprehensive financial products and services with a choice of a retail or wholesale licence and an MDA and UMA service
- Researched independent extensive APL
- Compliance guidance, audit and policy procedures and processes to ASIC and industry standards
- Technical, planning and strategic advice review service
- PI Insurance and complaints management service
- Revenue collection and management service for fees and commissions
- Access to continuous Personal and Professional Development programs
- Comprehensive online 24 / 7 expert advice, sales, marketing and technical services – including technology, templates and business services
- Dedicated M & A team to facilitate buying and selling books of business – including in house Practice Finance Manager
- FoFA and Fee for Service transition program

- Access to in house Credit and Finance service experts for client mortgages and commercial finance requirements

In addition, a very determined Murray Hills stated that Sentry has costed its offer to be competitively sustainable, which is the most important element for advisers who are now looking for stability and leadership from their dealer.

“There is a lot of discounting and a price war going on particularly with the smaller dealer groups, which will only cause serious heartache for advisers in the future,” continued Murray Hills.

“The better advisers understand that, coupled with service and reliability, it is in their best interests for their dealer group to run a profitable business, and never more so than with FoFA around the corner.”

Murray Hills also emphasised that Sentry has a very flat organisational structure with key positions staffed by long standing industry stalwarts that are always accessible by the dealer group’s advisers.

“Sentry’s lean operational framework ensures that any adviser issues or concerns are immediately brought to the attention of the senior management team and addressed appropriately,” said Hills.

In contrast to many, Murray Hills believes that the key to success ongoing for advisor groups will not be the reliance of adviser numbers, but more importantly quality of advisers equalled by quality of management, and the personal touch.

Large scale based on adviser numbers and quality is always difficult to match. Sentry in fact has three retail AFSLs and a wholesale AFSL, enabling the dealer group to manage and monitor its financial advice network in smaller groups on a more personal basis.

Murray Hills concluded, “Sentry’s industry reputation has been built on service excellence; ease of doing business; respect for advisers and practice managers as individuals; and its internal culture that encourages camaraderie through the sharing of knowledge and experiences by advisers and practice managers.”

“Sentry is well positioned for the future and will continue to build on its marketplace brand and profile reflected in adviser retention, recruitment success and the increased operational and productivity growth of its advisers.”

ENDS

Issued by Sentry Group Pty Ltd

Media Enquiries: Mr. Joe Perri
Joe Perri & Associates Pty Ltd
Telephone/Fax: +61 3 9324 0362
Mobile: +61 412 112 545
Email: jperri@joeperri.com.au