

## Media Release

# Murray Hills announces Sentry advisers to utilise latest SMSF technology in partnership with IDS Super

**Tuesday July 28, 2015.** Sentry Chairman and Managing Director Mr. Murray Hills today announced that Perth based innovative technology company IDS Super will provide the national dealer group's advisers with leading-edge online SMSF services.

Commenting further on the announcement, Mr. David Newman, Sentry Executive Director and Head of Business Development said IDS was selected as they have significant experience in financial services technology, advice and the wealth management industry. Most importantly, they provide one complete self-managed super fund solution with simple online Wizards that enable advisers to establish new SMSFs as well as transfer existing funds using a seamless process.

IDS Managing Director Mr. Sean Saxon said there will be a number of offerings developed for the dealer group that will be suitable for specific markets, commencing with a full service offering that will be marketed as Sentrum SMSF Plus, which will be available online to financial advisers, accountants and their clients.

"Whilst the number of SMSF funds has increased considerably over the past decade, growth is expected to explode in the coming years and Sentry advisers, through the Sentrum SMSF Plus offering will be positioned to leverage off this opportunity", said Newman.

"Sentrum SMSF Plus represents a new paradigm in SMSF administration as an *end-to-end* scalable platform, which provides the dealer group and our advisers with a fully featured online '*plug and play*' SMSF solution, allowing them to have full control over their client relationships".

Sentrum SMSF Plus will be rolled out nationally in August across the Sentry adviser network and will be made available to those advisers that meet Sentry's internal SMSF training requirements.

Commenting on the benefits to be derived by the dealer group, Saxon said the IDS Super platform had been developed from the ground up specifically to enable online, centralised, administration and management of multiple SMSFs, and included;

- a comprehensive suite of SMSF compliance tools
- the capability to monitor multiple SMSFs on a consolidated basis
- the ability to drill down to monitor the activities of individual funds
- system created regulatory documentation and archiving

"Using a single online platform, Sentry advisers will for the first time be able to manage the entire process of SMSF client administration; from fund establishment through to preparation of annual accounts, including all necessary trustee documentation", said Saxon.

“Our feature rich client management suite plays an important part in enabling advisers to extend the traditional investment advice role provided in relation to SMSFs, to include advanced tax management and estate planning. Centralised access to multiple SMSF client data also provides dealer groups and their advisers with essential real time compliance monitoring and management capabilities.”

Full online member access via a Sentrum branded website will facilitate and enhance client adviser relationships and engagement.

“All research points to an extensive demand and growth in SMSFs by Australians over coming years as more sophisticated and educated consumers demand greater control over their retirement aspirations and investment journey. The IDS SMSF technology solution will assist Sentry advisers to capitalise on this demand and provide a compelling and comprehensive solution and offering for their clients”, concluded Hills.

**ENDS**

**Issued by Sentry Group Pty Ltd**

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