

# ‘In the know’

Right advice, right price at the right time

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# Why financial advice?

- Knowing what they're thinking and doing something about it:
  - Retirement is a time of change
  - Sound financial advice means members can focus on the other challenges of retirement
- It's complex and constantly changing:
  - Super, non-super, taxation and Centrelink, 2010 Budget?

***UniSuper advisers aim to coach not critique.***

***We turn ideas into actions.***

# Why UniSuper Advice?

- Value – cost recovery (not-for-profit)
- Controlling adviser behaviour
- Results so far
- Significant funds transitioning from accumulation to pension:
  - Retention and scale helps ensure low fees and value-for money pensions

***UniSuper now offers a complete service, founded on a vision to create ‘great retirement outcomes for members’***

# The need for Advice

- Members demanded the service
- Improves member retirement outcomes
- UniSuper is 'in the know':
  - Goodwill, brand, trust within an existing relationship
  - Understand the sector
  - Expertise in UniSuper products.

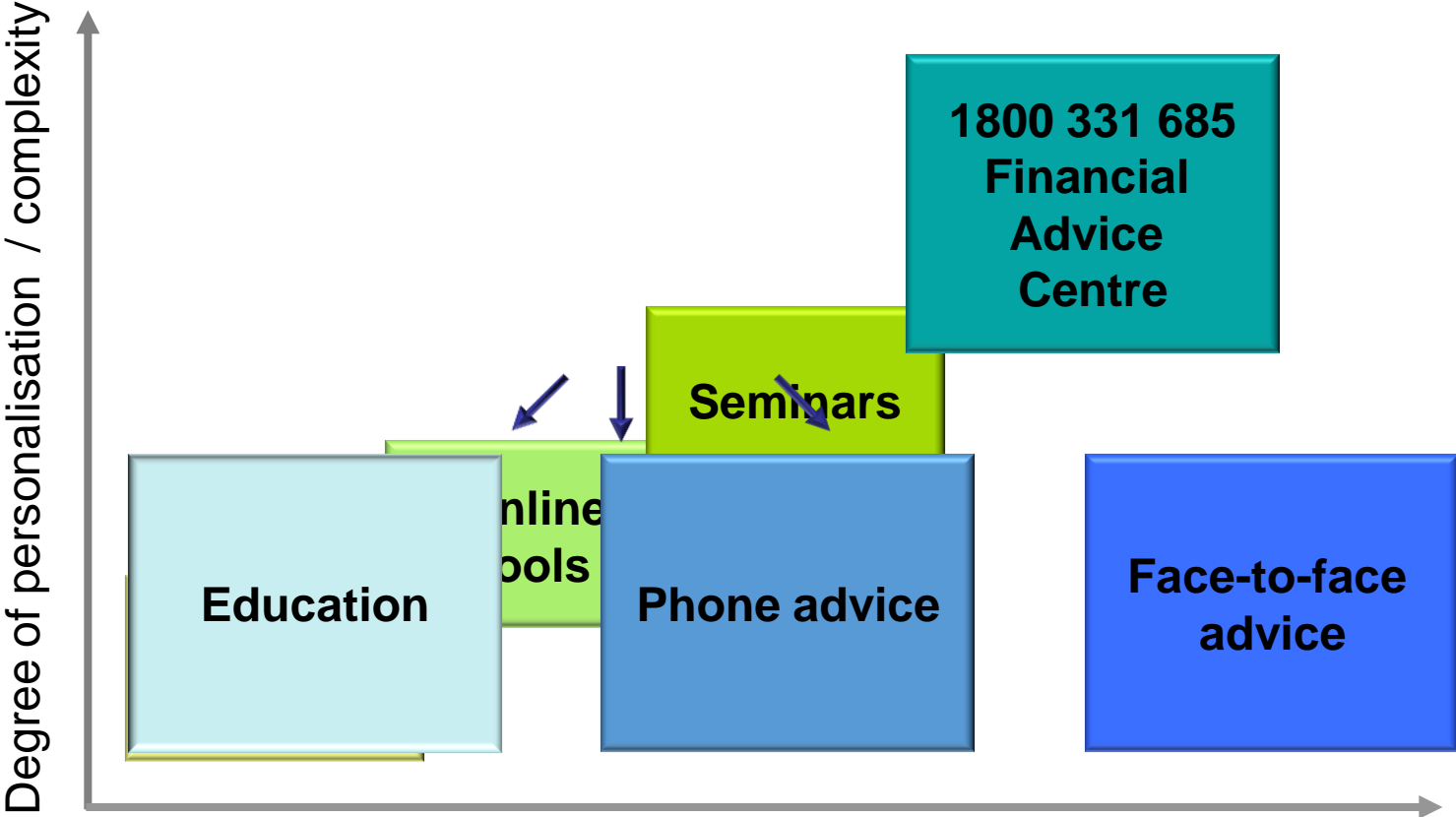


# Member experience

- Members rarely differentiate:
  - Factual information, education, general or personal advice?
  - They simply have a need and seek solutions
- “Advice” is more than face-to-face personal advice
- Advice is a commitment to a graduated suite of services to meet individual needs



# Improved member experience



# Pricing of advice services

- Premised on hourly rates
- No percentage fees (anywhere!)
- Review packages to increase intimacy and retention
- Our experience:
  - Happy to pay for value
  - Want personal contact
  - Favour advice that meets their own needs (not ours!).

