



# REPORT

Mr James Walker-Powell  
more4life Financial Services

13<sup>th</sup> October 2021

PREPARED BY: BUSINESS HEALTH PTY LTD ACN: 095 039 277

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13<sup>th</sup> October 2021

Mr James Walker-Powell  
More4Life Financial Services  
225/20 Dale Street  
**BROOKVALE NSW 2100**

Dear James,

**Re: Business Health CATScan – Results Analysis**

Well done on having the courage and foresight to again survey your key clients – it is certainly not always easy finding out what your clients think of your performance and unfortunately, very few practices in the country bother to do so. We have now completed our analysis and following are the results from your latest *CATScan* survey. We've further incorporated a comparison to your previous results and, as this is the 5<sup>th</sup> survey you've undertaken, you've developed a great base for assessing the general satisfaction levels of your clients, over a sustained period of time.

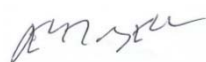
As you will see, your scores were again very strong and you ranked in the top quartile of the marketplace in all of the nine Key Performance Indicators (KPI's). When compared to your 2019 survey, the satisfaction levels of your clients have also increased in all of the headline service delivery areas. Additionally:

- Your response rate was 21% (assuming a mail out to 115 clients) and while this was ahead of your past participation rates, it is still below our national average of between 30%-35%.
- While on the whole, almost all of your clients scored very strongly, generally speaking your wealth accumulators, new clients and "A" Class clients were slightly more satisfied with the services they are receiving and consistently outperformed your overall practice average.
- The referral opportunity identified in your previous surveys still exists – 95% of your clients remain willing to refer you to their friends, family and associates but only 62% think they recently have.
- Client retention does not appear to be an issue as 95% of those who responded indicated they expect to maintain an ongoing business relationship with you and your firm.

We strongly suggest you now contact all your clients after you have reviewed your results. Share both the good results and those you feel need improvement. It is also important your clients recognise you have taken the time, effort and expense in getting feedback and you are going to take it seriously.

We trust that the Business Health *CATScan* will prove to be of great benefit to you in the professional management of your business and its most valuable asset – your clients. We look forward to your business using the *CATScan* in the future so you (and your clients!) can continue to see the fruit of your labour – happier clients!

Yours sincerely,



**Terry Bell**  
Business Health Pty Ltd

## PRACTICE REPORT

### more4life Financial Services

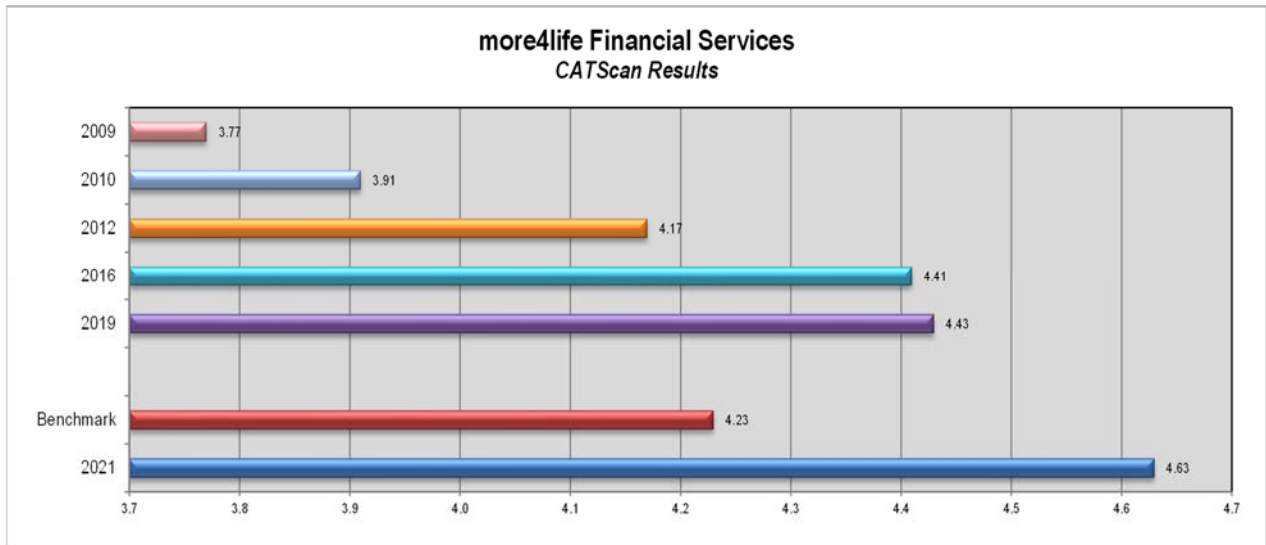
#### *Respondent Profile*

A total of 8 “A” Class and 16 Other responses were received and the following provides a demographic breakdown of your responses, with comparison to your past results and our national database:

Variable	% 2012 Total	% 2016 Total	% 2019 Total	% 2021 Total	% Benchmark Total	% Benchmark Variance
<25 years of age	0%	0%	0%	0%	0%	0%
25-39 years	0%	0%	0%	0%	6%	-6%
40-59 years	65%	60%	45%	54%	35%	19%
60+ years	35%	40%	52%	45%	55%	-10%
Male	71%	50%	55%	70%	38%	32%
Female	12%	30%	18%	12%	24%	-12%
Couple	18%	20%	18%	16%	34%	-18%
<\$30,000 annual income	12%	10%	3%	4%	16%	-12%
\$30,000 - \$50,000 annual income	12%	30%	21%	12%	22%	-10%
\$50,000 - \$75,000 annual income	18%	0%	27%	16%	18%	-2%
\$75,000+ annual income	53%	50%	39%	66%	34%	32%
<3 years as a client	6%	20%	3%	12%	21%	-9%
3 - 7 years as a client	18%	30%	15%	12%	32%	-20%
7+ years as a client	71%	50%	79%	75%	42%	33%
Self Employed	35%	30%	33%	50%	17%	33%
Employee	41%	30%	15%	25%	29%	-4%
Not in Labour Force	0%	0%	0%	0%	3%	-3%
Retiree	24%	40%	42%	25%	45%	-20%
Close business contact? - Yes	82%	70%	79%	91%	71%	20%
Stay if Adviser changes? - Yes	29%	30%	30%	33%	37%	-4%
Would refer? - Yes	94%	100%	91%	95%	87%	8%
Have referred? - Yes	76%	60%	48%	62%	60%	2%
On-going relationship? - Yes	94%	100%	94%	95%	91%	4%

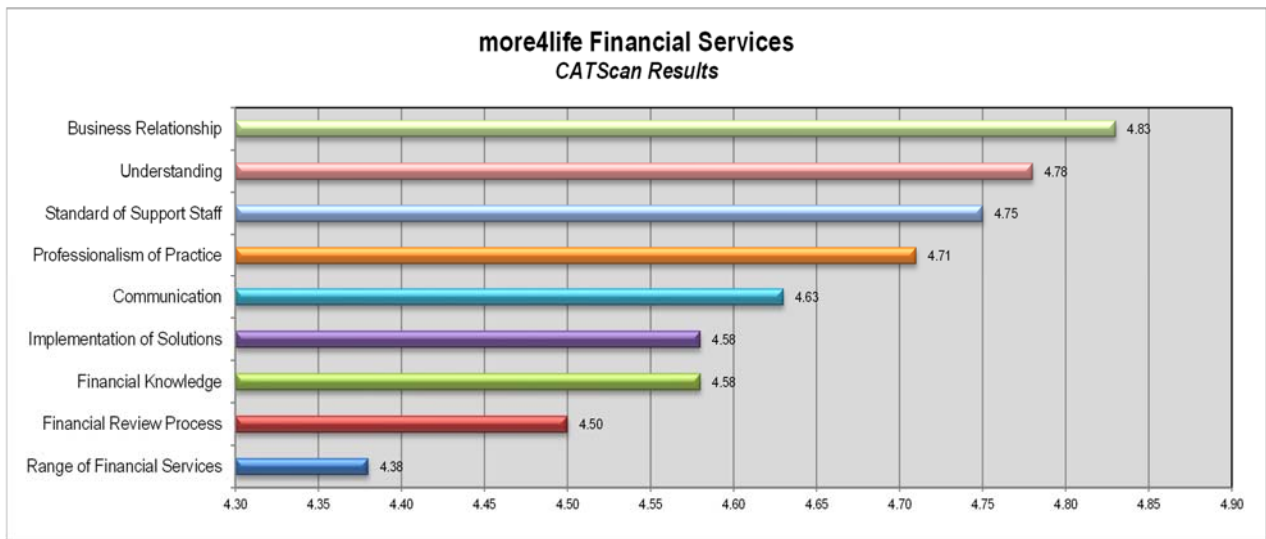
**Performance Comparison:**

Your average score across all categories was 4.63 and you significantly outperformed our national industry benchmark in all of the nine key service delivery areas. In all of the headline areas, you also recorded an increase on the strong results delivered in 2019. A great achievement - congratulations!



**KPI Comparator:**

As shown below, your clients again scored you most highly for *Business Relationship* (average score of 4.83). As was the case in 2019, *Range of Financial Services* again received the lowest average score from your clients with an average of 4.38.



Looking at your average scores by category in relation to your past results and our current marketplace benchmarks:

Category	2012 Average	2016 Average	2019 Average	2021 Average	Benchmark Average	National Quartile
1. Understanding	4.06	4.50	4.44	4.78	4.31	75-100%
2. Business Relationship	4.47	4.70	4.63	4.83	4.49	75-100%
3. Financial Knowledge	4.29	4.30	4.31	4.58	4.37	75-100%
4. Range of Financial Services	4.00	4.00	4.19	4.38	4.15	75-100%
5. Implementation of Solutions	4.24	4.60	4.50	4.58	4.21	75-100%
6. Professionalism of Practice	4.24	4.60	4.50	4.71	4.41	75-100%
7. Standard of Support Staff	4.19	4.60	4.59	4.75	4.39	75-100%
8. Financial Review Process	3.88	4.13	4.35	4.50	4.00	75-100%
9. Communication	4.18	4.30	4.39	4.63	4.12	75-100%
<b>Total</b>	<b>4.17</b>	<b>4.41</b>	<b>4.43</b>	<b>4.63</b>	<b>4.23</b>	<b>75-100%</b>

The following table helps to show just how differently your clients rated your performance across the 9 areas:

Rank	KPI	Your Score	Variance to Your Average	Difference to Minimum (3.80)	% Above Minimum	Performance Index
1	Relationship	4.83	0.21	1.03	27%	100.00%
2	Understanding	4.78	0.16	0.98	25%	95.09%
3	Staff	4.75	0.13	0.95	25%	91.94%
4	Professionalism	4.71	0.08	0.91	23%	87.90%
5	Communication	4.63	0.00	0.83	21%	79.84%
6	Implementation	4.58	-0.04	0.78	20%	75.81%
7	Knowledge	4.58	-0.04	0.78	20%	75.81%
8	Review	4.50	-0.13	0.70	18%	67.74%
9	Range	4.38	-0.25	0.58	15%	55.65%
	Your Average	4.63		Absolute Min	3.80	

The 'Variance to Your Average' column calculates whether the KPI score was above or below your own overall average. In your case, Financial Knowledge, Implementation of Solutions, *Financial Review Process* and *Range of Financial Services* are the below average areas.

The 'Absolute Minimum' figure of 3.80 is the lowest that we would expect an Adviser to score (based on all results to date) for any KPI. As such, an extremely valuable measure is to see how each of your KPI's fared relative to the Absolute Minimum.

*Business Relationship* rated 27% above the Absolute Minimum. Using the comparison to Absolute Minimum we are able to construct the 'Performance Index' - which shows how each KPI fares relative to the Absolute Minimum score as well as your highest score.

The Performance Index shows that clients rated your performance in *Financial Review Process* as only 68% of your performance in *Business Relationship*, with *Range of Financial Services* just 56%.

**Question Set:**

For reference, following are the questions for each KPI asked in the survey:

KPI	Survey Question
1. Understanding	How well do you believe your Adviser understands your personal financial needs?
2. Business Relationship	How comfortable do you feel talking about your financial needs? What is the level of trust between yourself and your Adviser?
3. Financial Knowledge	What level of technical knowledge do you believe your Adviser has in relation to your financial needs? This includes the knowledge contained within the practice, and its network of associates.
4. Range of Financial Services	How well do you think the range of products and services your Adviser offers matches your needs?
5. Implementation of Solutions	How well do you believe your Adviser has followed through and implemented solutions to your financial needs? This may include the time taken to implement a solution, the process that was followed, and whether you received what you expected.
6. Professionalism of Practice	How do you rate the overall professionalism of the practice in terms of its business operations, business premises, furnishings, equipment, image and location?
7. Standard of Support Staff	How do you rate the standard of the support staff in terms of professionalism, dependability and courteousness?
8. Financial Review Process	How well does your Adviser keep up to date with your changing financial needs? Do they regularly ask for details on your changing circumstances and update you on whether you are achieving your financial and personal goals?
9. Communication	What is the standard of communication you receive from your Adviser regarding relevance, quality and frequency of communication, including letters, newsletters, telephone calls, seminars etc?

### ***General Client Comments:***

The following notes were written by your clients in the 'General Comments' area of the survey. Note that '(a)' at the end of a comment indicates that it was provided by an "A" Class client and all comments have been included in this report exactly as they were written (which explains some of the spelling, grammar and sentence syntax).

- I think they are good at their job...
- I feel that I only hear from him when he needs something from me, less "check in" calls. On the positive side he puts in a significant effort in the annual financial review. This is appreciated.
- James and his staff have been very helpful over many years and we are very happy with his services. (a)
- On-site parking would be appreciated. (a)
- We are always confident that JWP is up to date with our situation and the general economic conditions that affect us, and that any need to change our investment strategy will be discussed with us promptly.
- Please note my comments above about being abroad. Due to Covid, I have not been able to travel but there has been no interruption to the service provided to me which has been superior compared to other advisers I use.
- Long term relationship. Understands changing circumstances. Always prepared for meetings. (a)

### *Benchmark Demographic Analysis:*

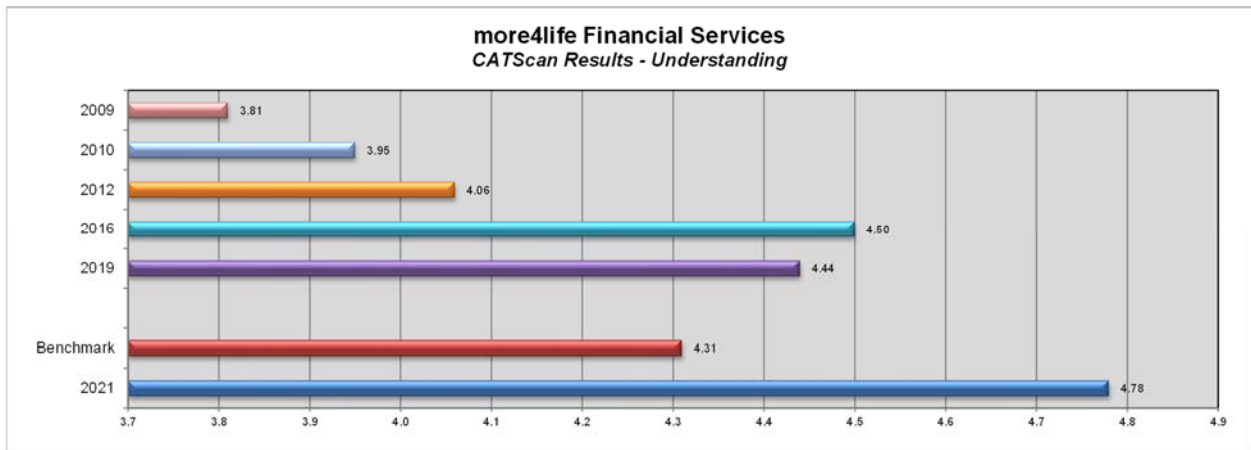
The following table shows quartile benchmark results for all demographic variables across the nine Key Performance Indicators:

Demographic Band	Underst	Relation	Knowl	Range	Implem	Prof	Support Staff	Financial Review	Comm
<25 years of age	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00
25-39 years	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00
40-59 years	13 4.92	13 4.85	13 4.62	13 4.38	13 4.62	13 4.85	13 4.92	13 4.62	13 4.69
60+ years	10 4.60	11 4.82	11 4.55	11 4.36	11 4.55	11 4.55	11 4.55	11 4.36	11 4.55
Male	17 4.71	17 4.76	17 4.47	17 4.18	17 4.41	17 4.65	17 4.65	17 4.41	17 4.53
Female	3 5.00	3 5.00	3 4.67	3 5.00	3 5.00	3 4.67	3 5.00	3 4.67	3 4.67
Couple	3 5.00	4 5.00	4 5.00	4 4.75	4 5.00	4 5.00	4 5.00	4 4.75	4 5.00
<\$30,000	1 5.00	1 4.00	1 4.00	1 3.00	1 5.00	1 5.00	1 5.00	1 4.00	1 4.00
\$30,000 - \$50,000	3 5.00	3 5.00	3 5.00	3 5.00	3 5.00	3 5.00	3 5.00	3 5.00	3 5.00
\$50,000 - \$75,000	3 4.67	4 5.00	4 4.50	4 4.00	4 4.50	4 4.75	4 4.50	4 4.25	4 4.50
\$75,000+	16 4.75	16 4.81	16 4.56	16 4.44	16 4.50	16 4.63	16 4.75	16 4.50	16 4.63
<3 years as a client	3 5.00	3 5.00	3 5.00	3 5.00	3 5.00	3 5.00	3 5.00	3 5.00	3 5.00
3 - 7 years as a client	3 4.00	3 4.33	3 3.67	3 3.67	3 3.67	3 4.00	3 4.33	3 4.00	3 4.00
7+ years as a client	17 4.88	18 4.89	18 4.67	18 4.39	18 4.67	18 4.78	18 4.78	18 4.50	18 4.67
Self Employed	12 4.83	12 4.83	12 4.67	12 4.50	12 4.67	12 4.75	12 4.92	12 4.50	12 4.67
Employee	6 4.67	6 4.67	6 4.33	6 4.17	6 4.33	6 4.50	6 4.50	6 4.50	6 4.50
Not in Labour Force	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00	0 0.00
Retiree	5 4.80	6 5.00	6 4.67	6 4.33	6 4.67	6 4.83	6 4.67	6 4.50	6 4.67
Close business contact? - Yes	21 4.86	22 4.91	22 4.64	22 4.41	22 4.64	22 4.77	22 4.82	22 4.55	22 4.68
No	2 4.00	2 4.00	2 4.00	2 4.00	2 4.00	2 4.00	2 4.00	2 4.00	2 4.00
Would refer? - Yes	22 4.86	23 4.91	23 4.65	23 4.43	23 4.65	23 4.78	23 4.83	23 4.57	23 4.70
No	1 3.00	1 3.00	1 3.00	1 3.00	1 3.00	1 3.00	1 3.00	1 3.00	1 3.00
Have referred? - Yes	15 4.93	15 4.93	15 4.60	15 4.40	15 4.73	15 4.87	15 4.93	15 4.67	15 4.73
No	8 4.50	9 4.67	9 4.56	9 4.33	9 4.33	9 4.44	9 4.44	9 4.22	9 4.44
On-going relationship? - Yes	22 4.86	23 4.91	23 4.65	23 4.43	23 4.65	23 4.78	23 4.83	23 4.57	23 4.70
No	1 3.00	1 3.00	1 3.00	1 3.00	1 3.00	1 3.00	1 3.00	1 3.00	1 3.00
“A” Class Clients	8 5.00	8 5.00	8 4.75	8 4.63	8 4.88	8 5.00	8 5.00	8 4.75	8 4.88
Other Class Clients	15 4.67	16 4.75	16 4.50	16 4.25	16 4.44	16 4.56	16 4.63	16 4.38	16 4.50
Total	23 4.78	24 4.83	24 4.58	24 4.38	24 4.58	24 4.71	24 4.75	24 4.50	24 4.63
Quartile	75-100%	50-75%	25-50%	0-25%					

Please Note: The figures in the table refer to the average score and number of respondents (with no colouring shown if less than 2 respondents).



## 1. Understanding



This was your second highest scoring KPI and the headline area to show the greatest improvement over your 2019 results. Your average score was 4.78 and this was 0.34 ahead of the 4.44 recorded previously and 0.47 more than the benchmark average of 4.31. This score placed you in the 75-100% quartile of businesses benchmarked and it was very pleasing to see that your new clients (i.e. the clients who have joined in the past three years and as such have only just recently been through the full fact finding and onboarding process) thought you understood them and their needs extremely well – they all allocated the maximum score of 5.

### Score Breakdown:

Score	Responses	% Total	Benchmark	Variance
N/A	1	4%	0%	4%
1	0	0%	0%	0%
2	0	0%	1%	-1%
3	1	4%	9%	-5%
4	3	12%	41%	-29%
5	19	79%	46%	33%
Total	23	100%	100%	

### Response Analysis:

Score	"A" Class	Other	Total
N/A	0	1	1
1	0	0	0
2	0	0	0
3	0	1	1
4	0	3	3
5	8	11	19
Total	8	15	23
Average	5.00	4.67	4.78
Quartile	75-100%	75-100%	75-100%

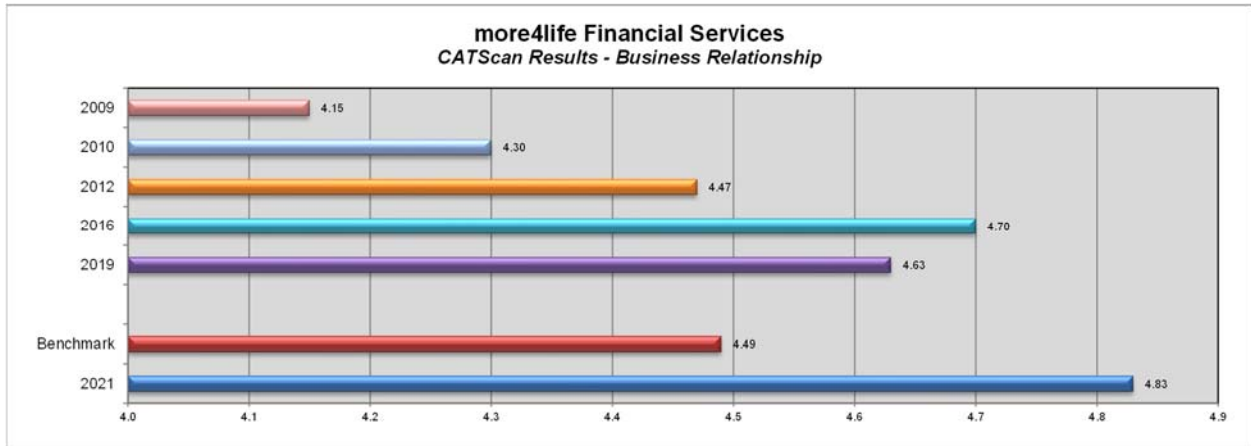
### *Client Comments:*

In response to: How well do you believe your Adviser understands your personal financial needs?

### *Respondent Breakdown:*

Variable	Respondents	Avg. Score	Benchmark	Variance	Quartile
<25 years of age	0	0.00	4.24	-4.24	0-25%
25-39 years	0	0.00	4.16	-4.16	0-25%
40-59 years	13	4.92	4.17	0.75	75-100%
60+ years	10	4.60	4.42	0.18	75-100%
Male	17	4.71	4.19	0.52	75-100%
Female	3	5.00	4.41	0.59	75-100%
Couple	3	5.00	4.38	0.62	75-100%
<\$30,000	1	5.00	4.36	0.64	75-100%
\$30,000 - \$50,000	3	5.00	4.36	0.64	75-100%
\$50,000 - \$75,000	3	4.67	4.32	0.35	75-100%
\$75,000+	16	4.75	4.24	0.51	75-100%
<3 years as a client	3	5.00	4.23	0.77	75-100%
3 - 7 years as a client	3	4.00	4.28	-0.28	0-25%
7+ years as a client	17	4.88	4.38	0.50	75-100%
Self Employed	12	4.83	4.16	0.67	75-100%
Employee	6	4.67	4.20	0.47	75-100%
Not in Labour Force	0	0.00	4.28	-4.28	0-25%
Retiree	5	4.80	4.45	0.36	75-100%
Close business contact? - Yes	21	4.86	4.52	0.34	75-100%
No	2	4.00	3.71	0.29	50-75%
Would refer? - Yes	22	4.86	4.44	0.43	75-100%
No	1	3.00	3.17	-0.17	25-50%
Have referred? - Yes	15	4.93	4.49	0.44	75-100%
No	8	4.50	4.02	0.48	75-100%
On-going relationship? - Yes	22	4.86	4.39	0.47	75-100%
No	1	3.00	3.10	-0.10	25-50%
"A" Class Clients	8	5.00	4.39	0.61	75-100%
Other Class Clients	15	4.67	4.27	0.40	75-100%
Total	23	4.78	4.31	0.47	75-100%

## 2. Business Relationship



As was the case in your past surveys, this was again your highest scoring KPI. Your average score was 4.83, which was 0.34 more than the benchmark average of 4.49 and 0.20 ahead of the 4.63 recorded in 2019. This score placed you in the 75-100% quartile of businesses benchmarked with all “A” Class clients allocating the maximum score of 5. It was interesting to note that all of your new clients also allocated the maximum score – this is somewhat unusual as quite often strong business relationships build over time but you have obviously been able to establish a great rapport from very early on in the relationship.

### Score Breakdown:

Score	Responses	% Total	Benchmark	Variance
N/A	0	0%	0%	0%
1	0	0%	0%	0%
2	0	0%	1%	-1%
3	1	4%	6%	-2%
4	2	8%	30%	-22%
5	21	87%	59%	28%
Total	24	100%	100%	

### Response Analysis:

Score	“A” Class	Other	Total
N/A	0	0	0
1	0	0	0
2	0	0	0
3	0	1	1
4	0	2	2
5	8	13	21
Total	8	16	24
Average	5.00	4.75	4.83
Quartile	75-100%	75-100%	75-100%

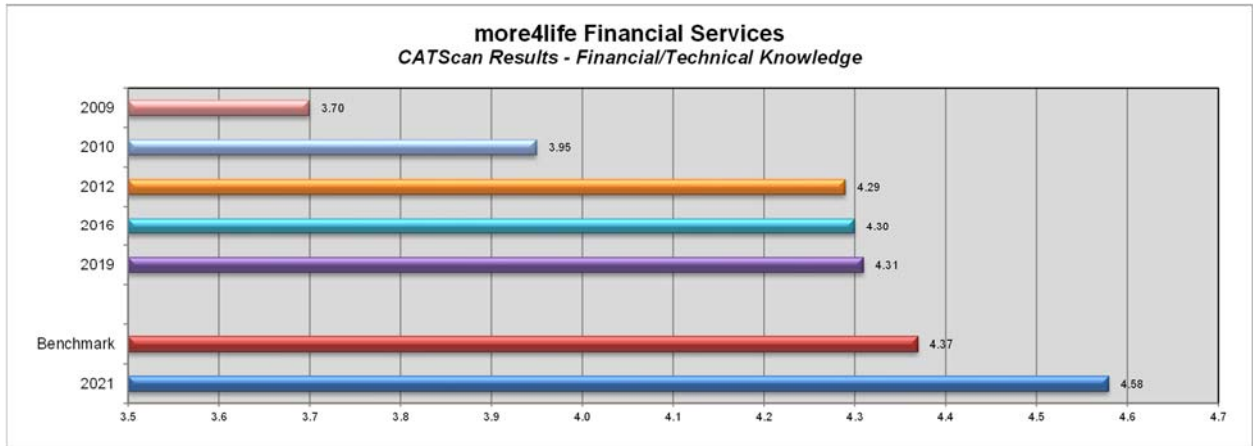
### *Client Comments:*

In response to: How comfortable do you feel talking about your financial needs? What is the level of trust between yourself and your Adviser?

### *Respondent Breakdown:*

Variable	Respondents	Avg. Score	Benchmark	Variance	Quartile
<25 years of age	0	0.00	4.46	-4.46	0-25%
25-39 years	0	0.00	4.37	-4.37	0-25%
40-59 years	13	4.85	4.38	0.47	75-100%
60+ years	11	4.82	4.57	0.25	75-100%
Male	17	4.76	4.40	0.37	75-100%
Female	3	5.00	4.52	0.48	75-100%
Couple	4	5.00	4.56	0.44	75-100%
<\$30,000	1	4.00	4.52	-0.52	0-25%
\$30,000 - \$50,000	3	5.00	4.52	0.48	75-100%
\$50,000 - \$75,000	4	5.00	4.48	0.52	75-100%
\$75,000+	16	4.81	4.45	0.36	75-100%
<3 years as a client	3	5.00	4.38	0.62	75-100%
3 - 7 years as a client	3	4.33	4.46	-0.13	25-50%
7+ years as a client	18	4.89	4.56	0.33	75-100%
Self Employed	12	4.83	4.39	0.45	75-100%
Employee	6	4.67	4.40	0.27	75-100%
Not in Labour Force	0	0.00	4.44	-4.44	0-25%
Retiree	6	5.00	4.59	0.41	75-100%
Close business contact? - Yes	22	4.91	4.69	0.22	75-100%
No	2	4.00	3.91	0.09	50-75%
Would refer? - Yes	23	4.91	4.61	0.30	75-100%
No	1	3.00	3.30	-0.30	25-50%
Have referred? - Yes	15	4.93	4.67	0.27	75-100%
No	9	4.67	4.19	0.48	75-100%
On-going relationship? - Yes	23	4.91	4.57	0.34	75-100%
No	1	3.00	3.22	-0.22	25-50%
"A" Class Clients	8	5.00	4.56	0.44	75-100%
Other Class Clients	16	4.75	4.44	0.31	75-100%
Total	24	4.83	4.49	0.35	75-100%

### 3. Financial Knowledge



Your qualification and knowledge levels are obviously in keeping with what your clients expect. Your average score was 4.58, which was 0.21 more than the benchmark average of 4.37 and 0.27 up on the 4.31 recorded in 2019. This score again placed you in the 75-100% quartile of businesses benchmarked and 95% of your clients allocated scores of 4 or 5.

#### Score Breakdown:

Score	Responses	% Total	Benchmark	Variance
N/A	0	0%	1%	-1%
1	0	0%	0%	0%
2	0	0%	1%	-1%
3	1	4%	8%	-4%
4	8	33%	39%	-6%
5	15	62%	48%	14%
Total	24	100%	100%	

#### Response Analysis:

Score	"A" Class	Other	Total
N/A	0	0	0
1	0	0	0
2	0	0	0
3	0	1	1
4	2	6	8
5	6	9	15
Total	8	16	24
Average	4.75	4.50	4.58
Quartile	75-100%	50-75%	75-100%

### *Client Comments:*

In response to: What level of technical knowledge do you believe your Adviser has in relation to your financial needs? This includes the knowledge contained within the practice, and its network of associates?

- Sound professional knowledge.

### *Respondent Breakdown:*

Variable	Respondents	Avg. Score	Benchmark	Variance	Quartile
<25 years of age	0	0.00	4.28	-4.28	0-25%
25-39 years	0	0.00	4.28	-4.28	0-25%
40-59 years	13	4.62	4.27	0.34	75-100%
60+ years	11	4.55	4.44	0.11	50-75%
Male	17	4.47	4.26	0.21	50-75%
Female	3	4.67	4.45	0.22	75-100%
Couple	4	5.00	4.42	0.58	75-100%
<\$30,000	1	4.00	4.41	-0.41	0-25%
\$30,000 - \$50,000	3	5.00	4.39	0.61	75-100%
\$50,000 - \$75,000	4	4.50	4.38	0.12	50-75%
\$75,000+	16	4.56	4.32	0.25	75-100%
<3 years as a client	3	5.00	4.30	0.70	75-100%
3 - 7 years as a client	3	3.67	4.33	-0.67	0-25%
7+ years as a client	18	4.67	4.43	0.24	75-100%
Self Employed	12	4.67	4.26	0.41	75-100%
Employee	6	4.33	4.30	0.03	50-75%
Not in Labour Force	0	0.00	4.35	-4.35	0-25%
Retiree	6	4.67	4.45	0.21	75-100%
Close business contact? - Yes	22	4.64	4.54	0.10	50-75%
No	2	4.00	3.87	0.13	50-75%
Would refer? - Yes	23	4.65	4.48	0.17	75-100%
No	1	3.00	3.31	-0.31	25-50%
Have referred? - Yes	15	4.60	4.53	0.07	50-75%
No	9	4.56	4.10	0.46	75-100%
On-going relationship? - Yes	23	4.65	4.44	0.21	75-100%
No	1	3.00	3.27	-0.27	25-50%
“A” Class Clients	8	4.75	4.42	0.33	75-100%
Other Class Clients	16	4.50	4.33	0.17	50-75%
Total	24	4.58	4.37	0.22	75-100%

## 4. Range of Financial Services



Your average score was 4.38 and while this was 0.19 ahead of the 4.19 recorded in 2019 and 0.23 more than the benchmark average of 4.15, this was your lowest scoring KPI. Your mid-term clients (i.e. those who have been with you between 3-7 years) underperformed your overall practice average and ranked in the bottom quartile of their national peer group - **perhaps a reminder to continue to educate your clients on the full range of services you provide?**

### Score Breakdown:

Score	Responses	% Total	Benchmark	Variance
N/A	0	0%	1%	-1%
1	0	0%	0%	0%
2	0	0%	1%	-1%
3	5	20%	14%	6%
4	5	20%	46%	-26%
5	14	58%	34%	24%
Total	24	100%	100%	

### Response Analysis:

Score	"A" Class	Other	Total
N/A	0	0	0
1	0	0	0
2	0	0	0
3	1	4	5
4	1	4	5
5	6	8	14
Total	8	16	24
Average	4.63	4.25	4.38
Quartile	75-100%	50-75%	75-100%

### *Client Comments:*

In response to: How well do you think the range of products and services your Adviser offers matches your needs?

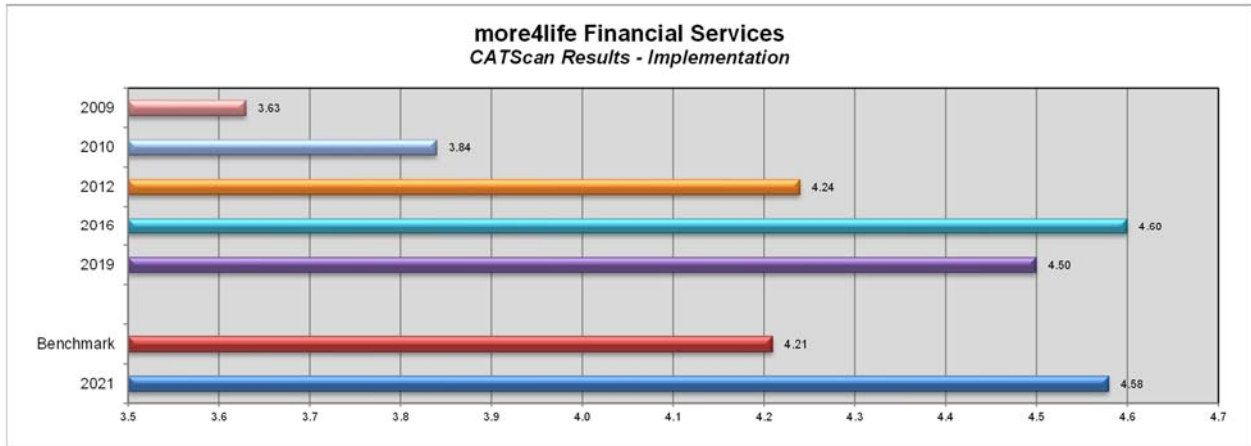
- Hard to qualify this, as the range is provided by the financial planner.

### *Respondent Breakdown:*

Variable	Respondents	Avg. Score	Benchmark	Variance	Quartile
<25 years of age	0	0.00	4.15	-4.15	0-25%
25-39 years	0	0.00	4.06	-4.06	0-25%
40-59 years	13	4.38	4.04	0.34	75-100%
60+ years	11	4.36	4.23	0.14	50-75%
Male	17	4.18	4.03	0.15	50-75%
Female	3	5.00	4.26	0.74	75-100%
Couple	4	4.75	4.21	0.54	75-100%
<\$30,000	1	3.00	4.22	-1.22	0-25%
\$30,000 - \$50,000	3	5.00	4.20	0.80	75-100%
\$50,000 - \$75,000	4	4.00	4.17	-0.17	25-50%
\$75,000+	16	4.44	4.06	0.38	75-100%
<3 years as a client	3	5.00	4.09	0.91	75-100%
3 - 7 years as a client	3	3.67	4.11	-0.44	0-25%
7+ years as a client	18	4.39	4.21	0.17	75-100%
Self Employed	12	4.50	4.04	0.46	75-100%
Employee	6	4.17	4.06	0.11	50-75%
Not in Labour Force	0	0.00	4.14	-4.14	0-25%
Retiree	6	4.33	4.25	0.08	50-75%
Close business contact? - Yes	22	4.41	4.33	0.08	50-75%
No	2	4.00	3.62	0.38	75-100%
Would refer? - Yes	23	4.43	4.26	0.18	75-100%
No	1	3.00	3.11	-0.11	25-50%
Have referred? - Yes	15	4.40	4.31	0.09	50-75%
No	9	4.33	3.88	0.46	75-100%
On-going relationship? - Yes	23	4.43	4.22	0.21	75-100%
No	1	3.00	3.05	-0.05	25-50%
"A" Class Clients	8	4.63	4.21	0.42	75-100%
Other Class Clients	16	4.25	4.12	0.13	50-75%
Total	24	4.38	4.15	0.23	75-100%



## 5. Implementation of Solutions



Your average score was 4.58, which was in line with your 2019 result and 0.37 more than the benchmark average of 4.21. This score placed you in the 75-100% quartile of businesses benchmarked and while it would appear you are doing a very good job of setting and managing your clients' expectations, remember it is always better to under promise and over deliver.

### Score Breakdown:

Score	Responses	% Total	Benchmark	Variance
N/A	0	0%	1%	-1%
1	0	0%	1%	-1%
2	0	0%	3%	-3%
3	3	12%	13%	-1%
4	4	16%	37%	-21%
5	17	70%	43%	27%
Total	24	100%	100%	

### Response Analysis:

Score	"A" Class	Other	Total
N/A	0	0	0
1	0	0	0
2	0	0	0
3	0	3	3
4	1	3	4
5	7	10	17
Total	8	16	24
Average	4.88	4.44	4.58
Quartile	75-100%	75-100%	75-100%

### *Client Comments:*

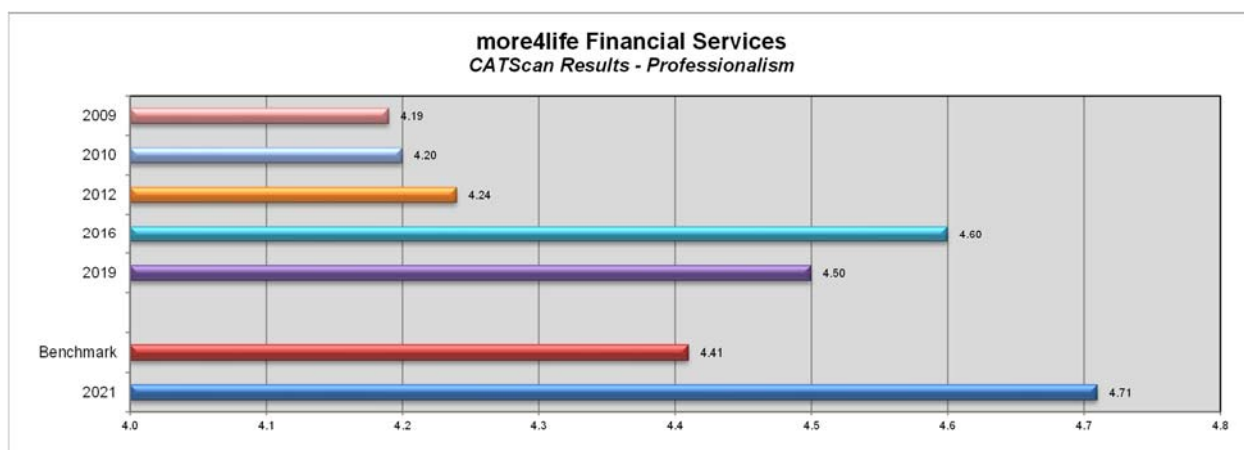
In response to: How well do you believe your Adviser has followed through and implemented solutions to your financial needs? This may include the time taken to implement a solution, the process that was followed, and whether you received what you expected?

- He is good and his team provides excellent support. And always politely! (a)

### *Respondent Breakdown:*

Variable	Respondents	Avg. Score	Benchmark	Variance	Quartile
<25 years of age	0	0.00	4.14	-4.14	0-25%
25-39 years	0	0.00	4.07	-4.07	0-25%
40-59 years	13	4.62	4.08	0.54	75-100%
60+ years	11	4.55	4.32	0.23	75-100%
Male	17	4.41	4.08	0.33	75-100%
Female	3	5.00	4.33	0.67	75-100%
Couple	4	5.00	4.28	0.72	75-100%
<\$30,000	1	5.00	4.29	0.71	75-100%
\$30,000 - \$50,000	3	5.00	4.27	0.73	75-100%
\$50,000 - \$75,000	4	4.50	4.22	0.28	50-75%
\$75,000+	16	4.50	4.12	0.38	75-100%
<3 years as a client	3	5.00	4.13	0.87	75-100%
3 - 7 years as a client	3	3.67	4.17	-0.51	0-25%
7+ years as a client	18	4.67	4.29	0.38	75-100%
Self Employed	12	4.67	4.08	0.59	75-100%
Employee	6	4.33	4.09	0.24	50-75%
Not in Labour Force	0	0.00	4.18	-4.18	0-25%
Retiree	6	4.67	4.34	0.32	75-100%
Close business contact? - Yes	22	4.64	4.43	0.20	75-100%
No	2	4.00	3.57	0.43	75-100%
Would refer? - Yes	23	4.65	4.35	0.30	75-100%
No	1	3.00	2.90	0.10	50-75%
Have referred? - Yes	15	4.73	4.40	0.34	75-100%
No	9	4.33	3.91	0.43	75-100%
On-going relationship? - Yes	23	4.65	4.30	0.35	75-100%
No	1	3.00	2.86	0.14	50-75%
“A” Class Clients	8	4.88	4.29	0.59	75-100%
Other Class Clients	16	4.44	4.17	0.27	75-100%
Total	24	4.58	4.21	0.37	75-100%

## 6. Professionalism of Practice



Your average score was 4.71, which was 0.30 more than the benchmark average of 4.41 and 0.21 up on the 4.50 recorded in 2019. This score placed you in the 75-100% quartile of businesses benchmarked with 75% of your clients allocating the maximum score.

### *Score Breakdown:*

Score	Responses	% Total	Benchmark	Variance
N/A	0	0%	4%	-4%
1	0	0%	0%	0%
2	0	0%	0%	0%
3	1	4%	8%	-4%
4	5	20%	35%	-15%
5	18	75%	49%	26%
Total	24	100%	100%	

### *Response Analysis:*

Score	"A" Class	Other	Total
N/A	0	0	0
1	0	0	0
2	0	0	0
3	0	1	1
4	0	5	5
5	8	10	18
Total	8	16	24
Average	5.00	4.56	4.71
Quartile	75-100%	50-75%	75-100%

### ***Client Comments:***

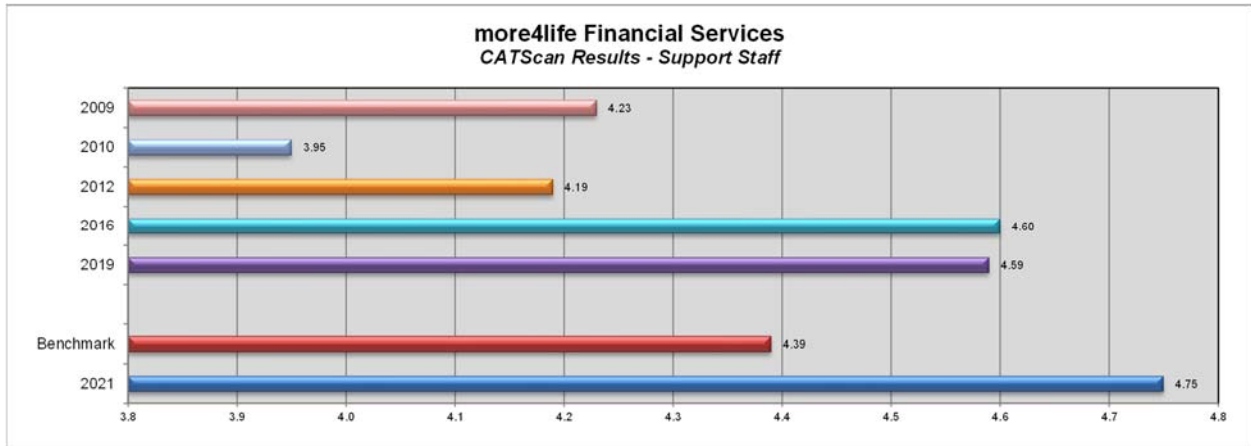
In response to: How do you rate the overall professionalism of the practice in terms of its business operations, business premises, furnishings, equipment, image and location?

- Suits the client needs, do not want an overindulgent office as this is not necessary for my financial future.
- I can only comment from personal experience. I work and live abroad and so I am not familiar with the physical aspects of the practice which have changed since they first worked with me. My present experience is therefore really online or by telephone/video conference which has worked very well.

### ***Respondent Breakdown:***

<b>Variable</b>	<b>Respondents</b>	<b>Avg. Score</b>	<b>Benchmark</b>	<b>Variance</b>	<b>Quartile</b>
25-39 years	0	0.00	4.36	-4.36	0-25%
40-59 years	13	4.85	4.34	0.51	75-100%
60+ years	11	4.55	4.46	0.08	50-75%
Male	17	4.65	4.32	0.33	75-100%
Female	3	4.67	4.47	0.20	75-100%
Couple	4	5.00	4.47	0.53	75-100%
<\$30,000	1	5.00	4.43	0.57	75-100%
\$30,000 - \$50,000	3	5.00	4.44	0.56	75-100%
\$50,000 - \$75,000	4	4.75	4.43	0.32	75-100%
\$75,000+	16	4.63	4.37	0.26	75-100%
<3 years as a client	3	5.00	4.35	0.65	75-100%
3 - 7 years as a client	3	4.00	4.38	-0.38	0-25%
7+ years as a client	18	4.78	4.47	0.31	75-100%
Self Employed	12	4.75	4.37	0.38	75-100%
Employee	6	4.50	4.35	0.15	50-75%
Not in Labour Force	0	0.00	4.36	-4.36	0-25%
Retiree	6	4.83	4.47	0.36	75-100%
Close business contact? - Yes	22	4.77	4.55	0.23	75-100%
No	2	4.00	4.01	-0.01	25-50%
Would refer? - Yes	23	4.78	4.50	0.29	75-100%
No	1	3.00	3.59	-0.59	0-25%
Have referred? - Yes	15	4.87	4.54	0.33	75-100%
No	9	4.44	4.19	0.25	75-100%
On-going relationship? - Yes	23	4.78	4.47	0.32	75-100%
No	1	3.00	3.53	-0.53	25-50%
“A” Class Clients	8	5.00	4.43	0.57	75-100%
Other Class Clients	16	4.56	4.40	0.16	50-75%
Total	24	4.71	4.41	0.30	75-100%

## 7. Standard of Support Staff



Your average score was 4.75, which was up from 4.59 in 2019 and 0.36 more than the benchmark average of 4.39. This score placed you in the 75-100% quartile of businesses benchmarked and it was very pleasing to see such strong scores from your high income earners and self employed clients – both these groups generally have very high expectations of support staff. **Make sure you share this fantastic feedback with your team!**

### Score Breakdown:

Score	Responses	% Total	Benchmark	Variance
N/A	0	0%	2%	-2%
1	0	0%	0%	0%
2	0	0%	0%	0%
3	2	8%	8%	0%
4	2	8%	36%	-28%
5	20	83%	50%	33%
Total	24	100%	100%	

### Response Analysis:

Score	"A" Class	Other	Total
N/A	0	0	0
1	0	0	0
2	0	0	0
3	0	2	2
4	0	2	2
5	8	12	20
Total	8	16	24
Average	5.00	4.63	4.75
Quartile	75-100%	75-100%	75-100%

### *Client Comments:*

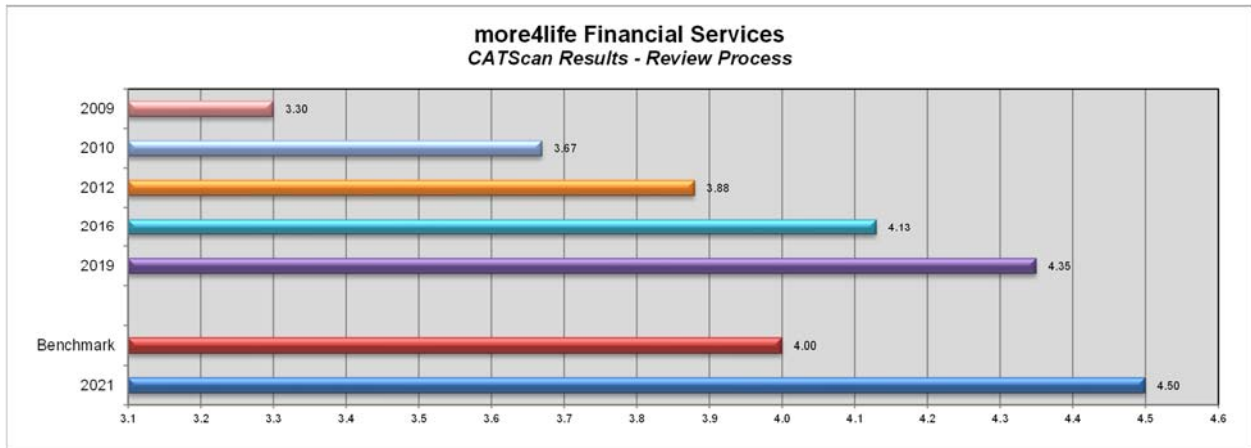
In response to: How do you rate the standard of the support staff in terms of professionalism, dependability and courteousness?

- I have had one instance of an email communication being completely inaccurate, the changes to my portfolio that was being reported as completed had in fact not been done at all.

### *Respondent Breakdown:*

Variable	Respondents	Avg. Score	Benchmark	Variance	Quartile
<25 years of age	0	0.00	4.41	-4.41	0-25%
25-39 years	0	0.00	4.32	-4.32	0-25%
40-59 years	13	4.92	4.30	0.62	75-100%
60+ years	11	4.55	4.46	0.09	50-75%
Male	17	4.65	4.28	0.36	75-100%
Female	3	5.00	4.47	0.53	75-100%
Couple	4	5.00	4.45	0.55	75-100%
<\$30,000	1	5.00	4.45	0.55	75-100%
\$30,000 - \$50,000	3	5.00	4.43	0.57	75-100%
\$50,000 - \$75,000	4	4.50	4.40	0.10	50-75%
\$75,000+	16	4.75	4.32	0.43	75-100%
<3 years as a client	3	5.00	4.33	0.67	75-100%
3 - 7 years as a client	3	4.33	4.36	-0.02	25-50%
7+ years as a client	18	4.78	4.45	0.33	75-100%
Self Employed	12	4.92	4.31	0.60	75-100%
Employee	6	4.50	4.32	0.18	50-75%
Not in Labour Force	0	0.00	4.36	-4.36	0-25%
Retiree	6	4.67	4.47	0.20	75-100%
Close business contact? - Yes	22	4.82	4.53	0.29	75-100%
No	2	4.00	3.98	0.02	50-75%
Would refer? - Yes	23	4.83	4.48	0.35	75-100%
No	1	3.00	3.56	-0.56	0-25%
Have referred? - Yes	15	4.93	4.52	0.42	75-100%
No	9	4.44	4.18	0.26	75-100%
On-going relationship? - Yes	23	4.83	4.45	0.38	75-100%
No	1	3.00	3.50	-0.50	25-50%
“A” Class Clients	8	5.00	4.42	0.58	75-100%
Other Class Clients	16	4.63	4.37	0.25	75-100%
Total	24	4.75	4.39	0.36	75-100%

## 8. Financial Review Process



Your average score was 4.50, which was 0.50 more than the benchmark average of 4.00 and 0.15 ahead of the 4.35 recorded in 2019. This is a very strong result in an area where many advisers struggle. This represents a significant opportunity. An effective and valued review process can lead to greater scope for client referrals, more cross and up selling opportunities and an enhanced perception of “closeness of business contact” – this “closeness” improves the KPI results across the board.

### Score Breakdown:

Score	Responses	% Total	Benchmark	Variance
N/A	0	0%	2%	-2%
1	0	0%	2%	-2%
2	0	0%	5%	-5%
3	2	8%	17%	-9%
4	8	33%	36%	-3%
5	14	58%	35%	23%
Total	24	100%	100%	

### Response Analysis:

Score	“A” Class	Other	Total
N/A	0	0	0
1	0	0	0
2	0	0	0
3	0	2	2
4	2	6	8
5	6	8	14
Total	8	16	24
Average	4.75	4.38	4.50
Quartile	75-100%	75-100%	75-100%

### *Client Comments:*

In response to: How well does your Adviser keep up to date with your changing financial needs? Do they regularly ask for details on your changing circumstances and update you on whether you are achieving your financial and personal goals?

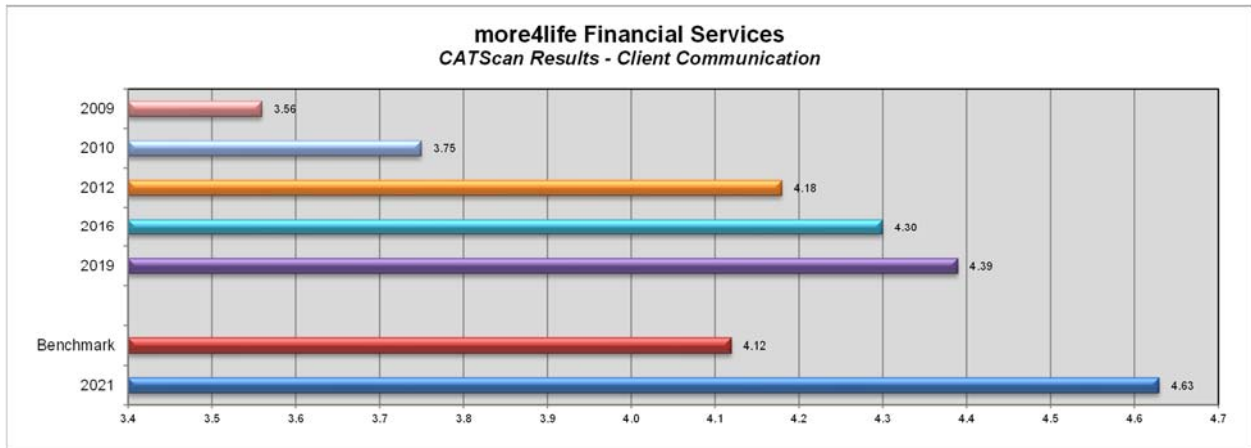
- What a legend very well informed person.

### *Respondent Breakdown:*

Variable	Respondents	Avg. Score	Benchmark	Variance	Quartile
<25 years of age	0	0.00	3.85	-3.85	0-25%
25-39 years	0	0.00	3.74	-3.74	0-25%
40-59 years	13	4.62	3.84	0.78	75-100%
60+ years	11	4.36	4.13	0.23	50-75%
Male	17	4.41	3.82	0.60	75-100%
Female	3	4.67	4.12	0.54	75-100%
Couple	4	4.75	4.11	0.64	75-100%
<\$30,000	1	4.00	4.07	-0.07	25-50%
\$30,000 - \$50,000	3	5.00	4.06	0.94	75-100%
\$50,000 - \$75,000	4	4.25	4.00	0.25	50-75%
\$75,000+	16	4.50	3.90	0.60	75-100%
<3 years as a client	3	5.00	3.85	1.15	75-100%
3 - 7 years as a client	3	4.00	3.95	0.05	50-75%
7+ years as a client	18	4.50	4.11	0.39	75-100%
Self Employed	12	4.50	3.85	0.65	75-100%
Employee	6	4.50	3.85	0.65	75-100%
Not in Labour Force	0	0.00	3.97	-3.97	0-25%
Retiree	6	4.50	4.15	0.35	75-100%
Close business contact? - Yes	22	4.55	4.30	0.25	75-100%
No	2	4.00	3.12	0.88	75-100%
Would refer? - Yes	23	4.57	4.15	0.41	75-100%
No	1	3.00	2.54	0.46	50-75%
Have referred? - Yes	15	4.67	4.21	0.45	75-100%
No	9	4.22	3.63	0.59	75-100%
On-going relationship? - Yes	23	4.57	4.10	0.47	75-100%
No	1	3.00	2.52	0.48	50-75%
"A" Class Clients	8	4.75	4.11	0.64	75-100%
Other Class Clients	16	4.38	3.93	0.44	75-100%
Total	24	4.50	4.00	0.50	75-100%



## 9. Communication



While this was not your highest scoring KPI, it was the headline area where you outperformed the national average by the greatest margin. Your average score was 4.63 and this was 0.51 more than the benchmark average of 4.12. This score again placed you in the 75-100% quartile of businesses benchmarked with 91% of your clients allocating scores of 4 or 5.

### Score Breakdown:

Score	Responses	% Total	Benchmark	Variance
N/A	0	0%	1%	-1%
1	0	0%	1%	-1%
2	0	0%	4%	-4%
3	2	8%	15%	-7%
4	5	20%	35%	-15%
5	17	70%	40%	30%
Total	24	100%	100%	

### Response Analysis:

Score	"A" Class	Other	Total
N/A	0	0	0
1	0	0	0
2	0	0	0
3	0	2	2
4	1	4	5
5	7	10	17
Total	8	16	24
Average	4.88	4.50	4.63
Quartile	75-100%	75-100%	75-100%

### ***Client Comments:***

In response to: What is the standard of communication you receive from your Adviser regarding relevance, quality and frequency of communication, including letters, newsletters, telephone calls, seminars etc?

### ***Respondent Breakdown:***

<b>Variable</b>	<b>Respondents</b>	<b>Avg. Score</b>	<b>Benchmark</b>	<b>Variance</b>	<b>Quartile</b>
<25 years of age	0	0.00	4.19	-4.19	0-25%
25-39 years	0	0.00	3.95	-3.95	0-25%
40-59 years	13	4.69	3.97	0.72	75-100%
60+ years	11	4.55	4.23	0.32	75-100%
Male	17	4.53	3.96	0.57	75-100%
Female	3	4.67	4.23	0.44	75-100%
Couple	4	5.00	4.21	0.79	75-100%
<\$30,000	1	4.00	4.19	-0.19	25-50%
\$30,000 - \$50,000	3	5.00	4.17	0.83	75-100%
\$50,000 - \$75,000	4	4.50	4.12	0.38	75-100%
\$75,000+	16	4.63	4.02	0.61	75-100%
<3 years as a client	3	5.00	4.00	1.00	75-100%
3 - 7 years as a client	3	4.00	4.07	-0.07	25-50%
7+ years as a client	18	4.67	4.21	0.45	75-100%
Self Employed	12	4.67	4.00	0.66	75-100%
Employee	6	4.50	3.98	0.52	75-100%
Not in Labour Force	0	0.00	4.08	-4.08	0-25%
Retiree	6	4.67	4.25	0.42	75-100%
Close business contact? - Yes	22	4.68	4.39	0.29	75-100%
No	2	4.00	3.31	0.69	75-100%
Would refer? - Yes	23	4.70	4.26	0.43	75-100%
No	1	3.00	2.75	0.25	50-75%
Have referred? - Yes	15	4.73	4.31	0.42	75-100%
No	9	4.44	3.78	0.67	75-100%
On-going relationship? - Yes	23	4.70	4.21	0.48	75-100%
No	1	3.00	2.71	0.29	50-75%
"A" Class Clients	8	4.88	4.20	0.67	75-100%
Other Class Clients	16	4.50	4.07	0.43	75-100%
Total	24	4.63	4.12	0.51	75-100%