LIFESTYLE ASSET
MANAGEMENT

Adviser
Introduction

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Welcome Message

A message from Director Scott Heathwood

Navigating the intricacies of the financial sector in the past decade has been an arduous task. Many of the QAR reforms are here to stay, others are yet to materialise, advisers however continue find themselves immersed in the day-to-day operations, leaving strategic planning on the back burner.

The pursuit of productivity, quality, and speed has birthed a myriad of management tools and techniques. Despite the significant operational improvements, if you are trapped in a legacy system you're more than likely just keeping up. Not many practices are translating these gains into sustainable growth and increased business value.

The irony is evident as businesses, in their pursuit of efficiency, find themselves caught in a stagnation loop, unable to foster growth. Paradoxically, the more financial advisers try to shortcut the core tenets of advice, the more they risk losing their distinct identity and becoming indistinguishable from one another.

We recognise that the key to sustaining and enhancing your business' value lies in continuous growth and development. Our approach acknowledges operational efficiencies as a given but encourages you to delve into strategic renewal, challenging advisers to rediscover their distinctive edge.

Continued

Digital Advice

Digital advice is just one of those; it's a free kick for advisers that can't work on the b&c clients, but its adoption is not universal.

Equally, broadening the share of the clients wallet by offering additional, essential services, like Tax and Mortgage reviews will solve problems for your customer and ring fence their loyalty.

So will outsourcing the now rather onerous task of ensuring that the investment advice you provide a client is researched and sound.

We know that advisers today need to connect to client needs more than ever, clients review their advisers every year so investment decisions matter, so do their review.

Our investment committee is first class, best of breed, you can leave that to us.

Challenges

Navigating the regulatory landscape has undeniably become an exhausting endeavor, and it's understandable if you find yourself grappling with regulatory fatigue. Given the many uncertainties and diverse individual circumstances, LAM works with advisers on agreements that reflect each adviser's personal situation.

LAM assists advisers who have decided to transition out of the business, providing advice on making their business more saleable. For those advisers who wish to remain in the industry, we help maximise the services provided to clients. Where there are many low-touch, low-fee-paying clients, we help implement digital solutions. Imagine your own branded digital offering or, even better, your own branded portfolios with research done by our team at our cost.

When you're seated across from a client, your focus should be on providing guidance and solutions derived from a lifetime of experience. Clients seek your expertise, and we play a significant role in helping you provide the best results. Humanity figured out 10,000 years ago that collaboration is the model for prosperity.

Group
Services

LAM's Comprehensive Services

When you become a part of LAM, you gain immediate access to a wealth of experience in Tax, Investment management, business coaching, and marketing. These services are designed to be seamlessly integrated into your business - at your fingertips, ready to transform your current approach.

LAM's MDA & SMA Portfolio Service

Engaging in the managed account sector not only introduces clients to a sense of control but unlocks numerous tax benefits. Collaborating with our seasoned investment team using our MDA solution, where your client has sophisticated investment needs, or using the one of the model portfolios (SMA) designed and managed by our investment experts to give best of breed exposure to your client's investment dollars, sets you apart from advisers entangled in the monotonous cycle of low-cost, low-return managed funds and ETFs.

An added perk? No Records of Advice to worry about!

Bid farewell to concerns about delivering complex tax solutions to your clients, regardless of the intricacy or scale. With LAM, you'll enjoy the peace of mind that comes with offering tailored tax solutions without any limitations.

Transparent Pricing and Added Value

Our transparent pricing model ensures you only pay an agreed flat fee. This fee covers essential elements such as training, professional development days, access to a wealth of knowledge, and the opportunity to join supportive and enjoyable professional associations.

Becoming a

Next Gen Adviser

In 2024

Seize the opportunity to break free from the confines of the past and emerge as the next-generation financial services provider, committed to cultivating your business and safeguarding your clients.

Gain the advantage of an adept Tax & Accounting team, coupled with the option to embrace an independent investment committee as your own. With these resources at your disposal, you'll find solutions to virtually any challenge, ensuring seamless service on behalf of your clients.

Experience a new level of efficiency with our Managed Discretionary Account (MDA) service. No longer burdened by the need for Records of Advice (RoAs) when changing investment assets, and with Tax experts just a phone call away, even the complexities of family trusts and intricate arrangements can be efficiently managed.

Embrace your evolution into the next generation adviser – a solutions-focused financial concierge offering a comprehensive, one-stop-shop experience for your clients.

This transformative shift not only broadens your business model but also creates a compelling value proposition that will fortify and sustain your business for years to come.

Streamlined Onboarding

We are dedicated to ensuring that your transition to our platform is not only seamless but also enriching for the growth of your business.

1

Thorough Evaluation

Your journey with us begins as our dedicated team meticulously assesses your application. Subsequently, your case is presented to our Board for approval and final sign-off. During this pivotal phase, you will have the opportunity to meet with a senior Director or manager of our business for a personalised discussion, allowing us to better understand your unique needs.

2

Smooth Transition with Guidance

Upon approval and registration on the ASIC website, we initiate the seamless transition process. Our team takes charge of notifying suppliers and product providers about your release and transfer to our licence. This strategic move not only centralises queries but also eliminates downtime, ensuring a fluid transition between entities.

3

Effortless Commission Management

We prioritise the efficiency of your operations. Our team establishes your Recipient Created Tax Invoice (RCTI) and seamlessly integrates your business into the Paylogic commission system. This process guarantees that commission payments are handled with precision, offering you a hassle-free experience.

4

Access to a Spectrum of Services

Diversify your options by tapping into our extensive network of service providers. We introduce you to a range of esteemed partners, granting you immediate access to a comprehensive array of new product solutions. Additionally, explore our para-planning service if needed, further enhancing the depth of resources at your disposal.

Comprehensive Services

1. Expert Guidance and Business Development

- Business Coaching
- Strategic Planning and Development
- Flexible Business Operation to run your business on your terms.

2. Web, Marketing & Design Solutions

- Elevate your brand, documents and marketing materials with our marketing partner.
- Enhance your digital presence with a refreshed website and tailored digital marketing strategy

3. Continuous Learning and Growth

- Training and Professional Development
- Online CPD
- Adviser Advantage Sessions (Webinars)
- Four Professional Days Annually
- Cyber Security Training Plan

4. Seamless Commission Management

- Efficient handling and detailed Revenue Statements

5. Investment Expertise at Your Fingertips

- Independent Investment Committee
- Access to Expert Advice and Dialogues
- Dynamic Approved Product List
- Managed Accounts and MDA Services
- Adopt our Investment Committee

Comprehensive **Services**

6. Robust Risk Management and Compliance

- Mitigate risks with our comprehensive advisory services.
- Ensure compliance with industry standards.
- Yearly Cyber Security Audit to keep your security up to date

7. Tax & Accounting Services

- Navigate complex tax landscapes effortlessly.

8. Lending and credit Services

- Help your clients secure the financing they need with confidence and clarity.

9. Para Planning Support

- Assistance with Advice for a seamless client experience.

10. Professional Indemnity Insurance

- Efficient handling and detailed Revenue Statements

11. Networking Opportunities

- Connect at LAM partnered industry events
- LAM Major Conferences
- Monthly virtual adviser sessions

Meet the
Lifestyle Team

Scott Heathwood

Head of
Strategic Planning

David Bainbidge

Company Secretary & Head
of Governance

Luke Borthwick

General manager

Louise Fitzpatrick

Business Manager

Toby Lewis

Investment Committee
Chair

Jeremy Goodsir-Cullen

Head of Corporate
Services

Hear it from Our Clients

Michael, Financial Planner

Lifestyle provide me with the freedom to work independently, but I know they are only a phone call away when I need help putting together my advice, great place to belong to.

Dane, Financial Planner

The transition to Lifestyle was done with ease. Since joining Lifestyle I feel like I can get on with my business, and if I need help the team is only a call away.

Shaun, Financial Planner

LAM is a very easy licensee to deal with, no continual over burdening of compliance (as opposed to our previous licence – who wanted us to spend more time on compliance than servicing our clients), coupled with a great team always available for assistance. I have found the whole experience to be excellent and it has certainly exceeded my expectations. I would definitely recommend LAM to other advisers, particularly those advisers aligned with institutions, having the issues I previously had before moving across. The whole process to move was uncomplicated, completed with ease and the group as a whole is professionally managed, offering a wide range of additional benefits and services to their advisers.

LIFESTYLE ASSET MANAGEMENT

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