



Recognising the value of advice

AXA FAN adviser again takes out top industry Value of Advice Award

An AXA Financial Advice Network (FAN) adviser has won the Financial Planning Association's (FPA) prestigious Value of Advice Award for the third year in a row.

Josef Stadler from PSK Financial Services has taken out the award for the post-retirement planning and management category, one of four FPA awards recognising the value that advisers add to their clients' financial and overall wellbeing.

Josef's latest success comes in the wake of winning the inaugural AXA FAN Value of Advice award for New South Wales.

Paul Williams, National Manager AXA Financial Planning says that Josef's inspirational support for his elderly clients clearly struck a chord with both sets of judges. "Josef is clearly a worthy winner and we're glad that the FPA has agreed with us," he said.

"Considering there are an estimated 16,000 advisers across the country, it's a significant achievement to be one of only four winners in total."

Exceeding expectations

Josef's winning submission focussed on his ongoing relationship with a self-funded retired couple who began to struggle financially after one fell seriously ill. Josef faced the difficult initial task of winning their confidence after a previous negative experience with a financial adviser had left them disillusioned. They were facing real financial pressure from mounting medical bills and their funds were set to run out in 2012 unless they changed their investment strategy.

Over the three years Josef has provided advice to his clients, the monetary value of his advice can be quantified in the following dollar terms:

- Regaining the Commonwealth Senior Health Card entitlements – \$25,000 pa

- Reducing their annual tax bill from \$25,000 to nil
- Gaining the Centrelink Age Pension and benefits card – \$8,500 pa
- Lowering the aged care Daily Income Tested Fee – saving \$21,500 pa
- Decreasing the aged care Daily Care Charge Fee – saving \$3,000 pa
- Reducing their annual capital income drawdown by \$36,000 pa
- Reducing the costs and fees of their previous investments to \$2,000 pa

By implementing these strategies Josef has been able to ensure his clients' capital will last twice as long, giving them confidence to face the challenges ahead.

Josef's client supplied a heartfelt testimony, saying his advice has been instrumental in helping her sick husband come to terms with his deteriorating health and losing control of his financial affairs. She said that Josef has "extended incredible kindness and concern" and exerted himself "consistently above and beyond the call of duty".

"Joe has worked far harder than he has ever been financially compensated for," she said.

Josef's efforts have brought his clients a sense of self worth and dignity that the money alone could never have achieved, proving once again the real value of quality financial advice.

We're pleased to congratulate Josef, and add him to the honour roll of AXA FAN winners of the FPA Value of Advice Award in 2008 (Bull Financial Group's Leanne Bull) and 2007 (Aberdeen Retirement Planning's Michael West).