

## **Spring Financial Group appoints Financial Choice as Corporate Authorised Rep *Launches Dealer Group Services***

Financial services company Spring FG Limited (Spring FG, the Group or the Company, ASX: SFL) today announced that it has appointed specialist superannuation and retirement planner, Financial Choice Holdings Pty Ltd (Financial Choice) as a corporate authorised representative (CAR) ahead of a full launch of a dealer group services.

The Company said its appointment of Financial Choice as a CAR represented a shift of strategy from its previously announced intention for an outright acquisition of the business, however it has retained a first and last right of refusal for an outright acquisition, which will be considered in the future.

Operating for more than 20 years, Financial Choice (through its subsidiaries) provides financial advice and dealing services, including self-managed superannuation advice and administration, to a diverse client-base with a concentration of around 2,000 high-value clients augmented with around 15,000 retail account holders from historical corporate super programs.

The appointment will provide Financial Choice clients with access to a broader advice and product suite ranging from mortgages and finance, to estate planning, property advice and personal and corporate tax and accounting.

The appointment adds a significant \$325M to the Group's assets under advice, bringing its gross assets under advice to around \$850M, and reflects the Company's pending launch of a full suite of dealership services for the financial advice industry.

### **Spring Financial Group to offer full suite of Dealer Group Services for adviser and mortgage brokers**

Spring Financial Group founder and managing director, Keith Cullen, said, "We have had a lot of advisers and mortgage brokers seek to join us on a dealership basis over the years and our continued growth now sees us with a depth of offering, and appropriate operational capacity, to support and supervise them across a full suite of dealer group services."

"Our unique, centralised team-based approach to advice and service delivery presents an ideal platform for both individual advisers and brokers, as well as multi-practitioner firms who are looking to grow their practices and broaden their client offerings and revenue streams", said Mr Cullen.

He added, "We have a depth and breadth of advice, dealing, education and support capabilities and experience to add value to even the most established advisers and brokers. And our track record of success in graduate and new-entrant recruitment and training makes us an obvious choice for those seeking entry to the industry."

The Company said its dealer group service offerings would include critical base services such as compliance and education; approved product list management; and professional indemnity insurance cover. It will also offer tailored programs, enabling advisers and brokers to access those services most relevant to their specific needs including:

- Strategic and specialist paraplanning services and support
- Specialist personal insurance advice, processing and claims handling services
- Mortgage and finance advice, brokerage and loans processing services
- Estate planning services and support
- Specialist property investment advice and portfolio construction
- Specialist SMSF advice and support
- Personal and business tax and accounting services
- Marketing support, lead generation and client education programs

The Group's practice growth and succession planning programs will include adviser and broker recruitment and training services; and a unique succession-planning and practice-buyout program for select advisers and practices.

"Our launch of dealer group services responds to a growing market demand for dealer groups to add real value to help advisers and brokers grow through diversifying and broadening their services and revenue opportunities and providing better opportunities to both enter and exit the industry", said Mr Cullen.

From a corporate perspective, the Company said its dealer services offering would enable it to leverage existing infrastructure and augment growth through its branded company office and franchise network rollout.



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**About Spring FG Limited** - [springFG.com](http://springFG.com) - ASX: SFL

Spring Financial Group (Spring FG) is a diversified financial services group offering financial planning and investment advice; wealth management; insurance and superannuation; finance; and tax & accounting services. Its advice and product offerings are broad and include a specialisation in self-managed superannuation funds (SMSFs); and residential real estate investment.

The Group has offices in Sydney, Melbourne, Brisbane, Canberra, Newcastle and Wollongong and is preparing for a rollout of a company-operated and franchised branch office network. It has also launched a diverse range of dealer group services for the financial advice industry, including mortgage brokers.

The Group also operates a range of leading “fintech” services including its [spring247](http://spring247) personal financial management and [mysuper247](http://mysuper247) SMSF platforms.

With an online community of more than 160,000 subscribers, the Group’s Spring FG Digital division offers financial education and market information services free-of-charge through regular seminar programs, the publication of its Wealthadviser library of more than 95 eBooks on a broad range of subjects, and the operation of content-rich websites, including industry-leading [sharecafé.com.au](http://sharecafé.com.au) and [wealthadviser.com.au](http://wealthadviser.com.au).

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