

OUTSTANDING NEW WEALTH/INVESTMENT ADVISER AWARD CRITERIA

This award is designed to recognise the individual best able to advise clients on their wealth/investment. This person has entered into the private banking arena in the last two years and is able to take into account a client's life-stage, risk appetite and investment objectives in order to advice on an appropriate strategy. **Please answer the following questions in your submission application:**

1. Please provide examples of client testimonials regarding the service you have provided over the last 12 months along with dates received. You may submit as many as you wish.
2. Please provide examples over the last 12 month period in which you have put together outstanding advisory solutions for your clients.

CASE STUDY SCENARIO: We would like you to imagine that you have been approached by the following individual:

- Davina is not currently a client of your organisation but has been referred by a friend and is interested in what you can do for her.
 - Davina has built up her own marketing agency over the last 20 years and is now in her 50's. She has had her business valued at \$15M and is looking to sell and to take early retirement.
 - Davina has been married for 30 years and has two sons (aged 23 and 25) who are both living with respective de-facto partners.
 - Davina owns her own home (valued at \$2M) with a small (\$300,000) variable rate mortgage at the lender's current SVR, she has no other debt and a small amount of money (\$100,000) invested in a SMSF. She has reinvested most of her money into the business over the last 20 years.
3. If you had a prospective client in the situation outlined in the case scenario above what would be your course of action (please think about questions you would ask and possible scenarios that you would discuss with her and could potentially recommend).
 4. Please tell us why you believe you should win this award.

Note: This award will be based on your submission which will be assessed by the Australian Private Banking Award 2012 judges. Shortlisted individuals will be announced on 30th April 2012 and subsequently invited to a face-to-face/telephone interview with the judges which will take place on 16th May 2012.

The winner and runner-up will be announced at the Australian Private Banking Awards on 14th June 2012.