

OUTSTANDING RELATIONSHIP MANAGER AWARD CRITERIA

This award is designed to recognise the client-facing private banking employee best able to cater to their clients' individual needs. This person is able to take into account an individual's situation and to tailor an offering for them, delivering both the highest level of service and a full range of financial solutions.

Please answer the following questions in your submission application:

1. Please provide examples of client testimonials regarding the service you have been provided in 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 taken into account the needs and interests of a client and delivered an outstanding result.

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

- Over the course of their 25 year marriage, Mr and Mrs Smith have successfully built and sold a number of private businesses, all broadly falling within the gardening/horticulture industry. Just recently it was announced that they have sold their main business for \$20M to a company listed on the ASX. Terms have been agreed upon, but the deal is yet to settle. They are now thinking of retiring from their hands-on business roles.
 - Besides their business they own their home, which they have owned for 15 years (worth approximately \$3M, over which they have a line of credit for \$1M, partially drawn). They also have some money in superannuation as they were employees in their own businesses.
 - The Smiths have never seen a private wealth management professional, although have a long-standing relationship with both their accountant and lawyer. Both those advisers have recommended getting some specialist financial advice and as such the Smiths approach your institution seeking such advice. They do have an existing relationship with another bank, which has provided them and their businesses with credit and transactional business products, however, as they are entering a new stage of life they want to be sure they get the best advice possible and so are "shopping around".
 - Their initial thoughts on what they should do with their wealth includes buying a holiday home; consider some philanthropic activities; and investing the rest for retirement. They lead a modest lifestyle and have no plans to change.
 - The Smiths have four children, two of whom are at university and one who is doing a plumbing apprenticeship, while the other is between jobs.
3. What questions would you have for the Smiths as part of a discovery and onboarding process and how would you ultimately be able to help them? Please think about their situation outlined in the above case scenario.
 4. Why should they choose you as their Relationship Manager?
 5. What expertise can you bring to bear from a retirement planning and estate and succession planning perspective?
 6. What actions would you take in regards to:
 - a. Debt restructuring and leverage?
 - b. Investment strategy and ongoing wealth management?
 7. Is there anything else you feel would be relevant?
 8. What questions would you ask of the Smiths?
 9. 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.