

ACNielsen Financial Planners Report 2006



**Stay one step ahead
of the competition:
Recognise and
understand the
changing needs of
the financial planner
community**

The financial services industry in Australia continues to undergo significant change, especially in relation to the legislation and the changing perceptions of the role of financial planners amongst Australian consumers.

As these changes continue it is critical for financial services organisations and business solution providers to focus on maintaining and deepening their existing relationships with financial planners, as well as attracting and converting new financial planner prospects.

The key for financial service organisations and other business solution providers is to stay one step ahead of the competition and to recognise and understand the changing needs of the financial planner community in servicing its customers and delivering a highly valued solution.

ACNielsen's Financial Planners Report assesses multiple business and service metrics of the main businesses providing products, services and business solutions to financial planners, from an analysis of dealer groups and dealer group satisfaction, to an analysis of the service providers of business lines such as insurance, financial protection, managed investments and superannuation.

In addition, the report assesses desktop financial planning modelling tools/ software, information and research used and the uptake of financial planners including listed investments in client portfolios.

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The Financial Planners Report provides in-depth information on:

- The make-up of financial planning organisations in Australia (eg number/type of clients they service)
- Factors when choosing dealer groups and dealer group ratings, satisfaction levels and churn
- Which providers are used for each business line (insurance, financial protection, managed investments and superannuation), provider ratings and intention to increase/decrease level of business with each provider
- Preferred specialist planning publications and where financial planners source their research
- The uptake of listed investments and the challenges and implications associated with this.

Questionnaire components

ACNielsen's Financial Planners Report delivers multiple views of the financial planning sector, including:

- Dealer group composition, retention, appetite to switch and level of satisfaction
- Allocation of business among providers (and between insurance, financial protection, managed investments and superannuation) and intention to change allocations
- Ratings of manufacturers (across 11 attributes)
- Use of financial planning tools/software
- Sources of information and research
- Profiling use and composition of listed investments
- Broker services.

Methodology

ACNielsen's Financial Planners Report typically captures the views of over 700 financial planners in Australia sourced from InvestorInfo, the Financial Planning Association and the Australian Stock Exchange. The research has been conducted annually since 2000.

To ensure data integrity, ACNielsen has a number of consistency checks built into the research design. In addition, ACNielsen's team of research experts regularly works with clients to ensure questionnaire design reflects clients' needs and changing market dynamics.

Deliverables

All clients receive in-person presentations, and hard and soft copies of the reports.

Expertise

The core members of ACNielsen's analyst team have over 20 years' combined experience in financial service research.

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