

## For Immediate Release

### **New Comprehensive Solution to Support Planners in Successfully Transitioning to Fee-for-Service**

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*A valuable, FPA-accredited source of independent advice and education is now available to support financial planning and financial services firms with their fee-for-service transitions.*

With the Future of Financial Advice reforms and the Financial Planning Association's (FPA) Remuneration Policy driving the financial planning industry towards a fee-for-service world from July 1<sup>st</sup>, 2012, many practices are actively looking for a qualified and independent source of advice to help them successfully prepare their businesses for the future.

"It is widely accepted that financial planning has to move to fee-for-service for the long-term sustainability of the profession. However, the problem facing planners is how to effectively transition their practice to fee-for-service and protect the income and profitability of their business," said Lap-Tin Tsun, Managing Director of E&W Strategic Partners.

"Fee-for-service affects not just how the practice makes money, but every other aspect of the business, including your value proposition, how to communicate with your clients, what services you offer, and how your practice will deliver to the expectations of your clients."

"Therefore, practices need a complete solution that will help them look at the full picture in order to deliver a profitable and successful practice for the future."

E&W Strategic Partners, a boutique business strategy & improvement consultancy with over 30 years of combined experience in the financial services industry, introduces **The Fee-For-Service Handbook**, an independently-developed, comprehensive fee-for-service solution that provides planners with the advice, knowledge and tools to help them to successfully transition their practice to fee-for-service.

"**The Fee-For-Service Handbook** provides an extensive foundation that allows planners to work step-by-step through the entire transition journey – from designing their new business model, through to implementing and rebuilding their business to fee-for-service – in order to develop a comprehensive solution that creates a successful and profitable outcome for them and protects the value of their practice." said Tsun.

**The Fee-For-Service Handbook** comes in an easy-to-understand package, complete with all the tools, templates and practical case studies that planners will need to self-manage their transition and to improve and strengthen the performance of their practice for the future.

**The Fee-For-Service Handbook** (ISBN 978-0-9808542-0-6) has been accredited by the Financial Planning Association for 10 CPD points. It is available now from E&W Strategic Partners (<http://www.ewspartners.com.au>) in conjunction with new training workshops to support planners with their fee-for-service transitions.

## **More information about The Fee-For-Service Handbook**

**The Fee-For-Service Handbook** is one of the most comprehensive solutions currently available on the Australian market, containing:

- Over 300 pages and 30 chapters of step-by-step instructions showing planners how to effectively transition their practice to fee-for-service;
- More than 40 practical tools and tips to help planners through the fee-for-service transition journey;
- Over 25 case studies based on real-life examples to take planners through each step of the transition process.

In addition, **The Fee-For-Service Handbook** also comes with:

- An e-Toolkit CD containing usable versions of all the tools covered in the handbook;
- Access to an online forum for questions and feedback on the transition process;
- And free shipping and handling within Australia.

Normal RRP \$495 (incl. GST)

Members of the Financial Planning Association also qualify for a 15% discount (\$75) on the RRP.

## **About E&W Strategic Partners**

E&W Strategic Partners focuses on providing business planning, strategy & improvement services to help their clients maximise the performance of their businesses and to achieve greater profitability and success. With over 30 years of combined experience in financial services, E&W Strategic Partners is the partner of choice to help practices succeed for the future.

For further information, please visit <http://www.ewspartners.com.au>

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