



MEDIA RELEASE

Local Advisers Named among Most Trusted in Australia by clients

PARRAMATTA: 17 August 2015 – Deborah Kent and Anthony Pears of Integra Financial Services have both been named a Most Trusted Adviser in Australia by their clients in research conducted by Beddoes Institute, a data and benchmarking company that works across all major stakeholder groups in the financial services sector.

Beddoes Institute has analysed thousands of client ratings from a survey of over 400 advisers, including Ms Kent and Mr Pears, and identified objective benchmarks of exceptional client service and performance including an Adviser Trust Score (ATIS™) of 85 or more. Advisers must meet this criteria plus other extensive eligibility criteria in order to qualify for the Most Trusted Advisers Network.

The survey is the Beddoes Institute's Client Experience Survey, part of the Beddoes Institute's Leading Practices Program. "Most Trusted Advisers deliver significantly better outcomes to their clients," stated Dr Adam Tucker, Director at Beddoes Institute. "Their clients believe they are more on track with their financial plan and are financially better off as a result of working with their adviser compared to clients of other financial advisers."

Most Trusted Advisers also rated higher on their qualifications, experience and technical skills than other advisers and have better interpersonal skills, Dr Tucker said.

Integra Practice Manager Andrew Brooks talking about the selection of Ms Kent and Mr Pears, said "Having all of our financial advisers achieving this recognition from our valued clients says a lot about the 'Integra' experience. The feedback and insights we have received clearly tells us that our clients feel we are doing a great job but we will always be pursuing a greater experience and outcome for them."

Consumers can source Ms Kent & Mr Pears' details of the network via the online website (www.mosttrustedadvisers.com) or via the free Most Trusted Advisers Apple App. The App and Website allows consumers to in effect crowd source an adviser they can trust. It's a little bit like being able to talk to thousands of neighbors over the back fence about how to find an adviser they can trust."

Media enquiries

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About The Most Trusted Advisers Network and Beddoes Institute

Beddoes Institute is a trusted data and benchmarking powerhouse that works across all major stakeholder groups in the financial services sector, including licensees, financial advice practices, professional bodies and insurance providers. Benchmark data is used (inter alia) to produce thought leadership publications, industry white papers and custom reports. Beddoes Institute has a long history of research and benchmarking in financial services and other industries and is not owned or funded by any financial advice group or institution. The founders of Beddoes Institute have been involved in research and benchmarking for 15 years across many industry sectors and Beddoes Institute has been in business since 2006. Beddoes Institute conducts business performance measurement and benchmarking for financial advice practices and provides independent assessments and metrics that help advisers improve service delivery, profitability and the long-term sustainability of their businesses. Beddoes Institute also conducts rigorous, scientific audits of financial advisers, providing an independent assessment of their strengths and weaknesses enabling them to improve their practice based on objective client feedback. As a result of listening to and measuring the ratings from thousands of advisers' clients, Beddoes Institute is able to offer consumers' access to the Most Trusted Advisers Register – including some of Australia's best advisers. Beddoes Institute is independently owned and operated and the Most Trusted Advisers initiative has not been funded by any financial advice or financial services company or association.