

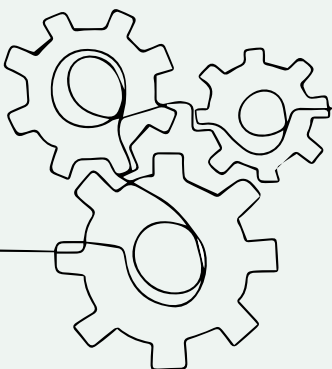


WHY BECOME AN INVESTMENT ADVISER?

Do you want a career that:

- ✓ has flexible working hours
- ✓ unlimited earning potential and
- ✓ makes a difference to people's lives?

A career in investment advice offers that and much more.



How do investment advisers make a difference to people's lives?

FINANCIAL SECURITY: An investment adviser helps Australians earn, preserve and protect their wealth, including by saving them tax. They make sure clients are more aware of how their money can work for them.

WELLBEING: Research globally makes it clear that improving financial wellbeing is an integral aspect of improving an individual's overall wellbeing. Securing their financial future means Australians enjoy peace of mind and feel confident about being able to look after their family and enjoy their retirement.

EMPOWERMENT: Successive inquiries have found there is a clear link between financial literacy and empowering consumers to make better financial decisions that improve their circumstances. Investment advisers ensure their clients can take control of their financial security and future.

SUPPORT: An investment adviser is a coach and mentor to clients. Just like professional sportspeople who utilise a coach to reach excellence, a client's financial performance is enhanced by being supported by a professional adviser.

ECONOMIC CONTRIBUTION: Investment advisers not only help individuals generate wealth, they also help companies raise and manage the capital they need to achieve their goals by connecting them with their clients, the investors.

FIND OUT MORE about [becoming an investment adviser](#) or [Student Affiliate membership](#) as a pathway to a career in investment advice.



Stockbrokers and Investment Advisers Association

Serving the interests of investors



Is there a demand for investment advisers?

Demand is far greater than supply (fewer than 16,000 advisers for a population of 25 million) and professionals are in demand. Why?

- ✓ Australians want to improve and secure their financial wellbeing, and most need the assistance of a professional adviser to do that.
- ✓ Compulsory superannuation means that all working Australians are creating a pool of savings for their retirement and professional assistance is vital in making sure that money works for each individual.
- ✓ There will be a \$3.5trillion transfer of wealth over the next two decades as the population ages and Baby Boomers make decisions about inheritances. That means people of all ages stand to benefit from investment advice.

This is key to an adviser being a lucrative career path.

Female advisers are even more in demand

Women are making money. Women are inheriting money. Women want to secure their financial future. Women are becoming comfortable with investing in markets.

It is no surprise that the research shows that many women prefer to deal with a female investment adviser because women:

- ✓ often feel more comfortable sharing financial and personal information with other women
- ✓ are shown to be better listeners, have more empathy, and better at explaining financial concepts in simple, plain language.

Investment advice in Australia remains one of the most male-dominated professions in the country. It surprises and excites women when they discover that the real world of investment advice is nothing like the Hollywood cliché of Wall St.

With female advisers being on average only ten per cent of the profession, female advisers are hugely in demand.

Why is the earning potential unlimited?

An investment adviser builds a business with a dedicated client base. The investment adviser's passion and purpose is building client wealth and building their assets. It is a commission-based business and as client wealth increases, the earnings of the investment adviser's business also increases. Moreover, the business can be sold at a later date.

An adviser needs to be self-motivated to build their business, but they will be supported by a licensee firm providing ongoing professional development, technology, a regulatory compliance team and a network of peers.

As an investment adviser you:

- ✓ help Australians generate wealth over the long term
- ✓ improve people's overall wellbeing by improving their financial wellbeing
- ✓ contribute to the Australian economy by assisting businesses to raise capital from investors.

