

Are you at risk?

The world of adviser remuneration is changing.

There has been little in the way of guidance and support to help advisers make such a fundamental change in their business.

Until Now.





Elixir Consulting
has released
the first piece
of industry
intelligence on
adviser pricing
models in
Australia.

Advisers who have successfully changed their pricing model are currently the minority, and detailed information on how they made the change and how they price advice successfully has not been readily available.

This qualitative research report goes beneath the surface and unveils exactly what and how advisers are charging for their services, and how they overcame the challenges in creating a fee-based pricing model.

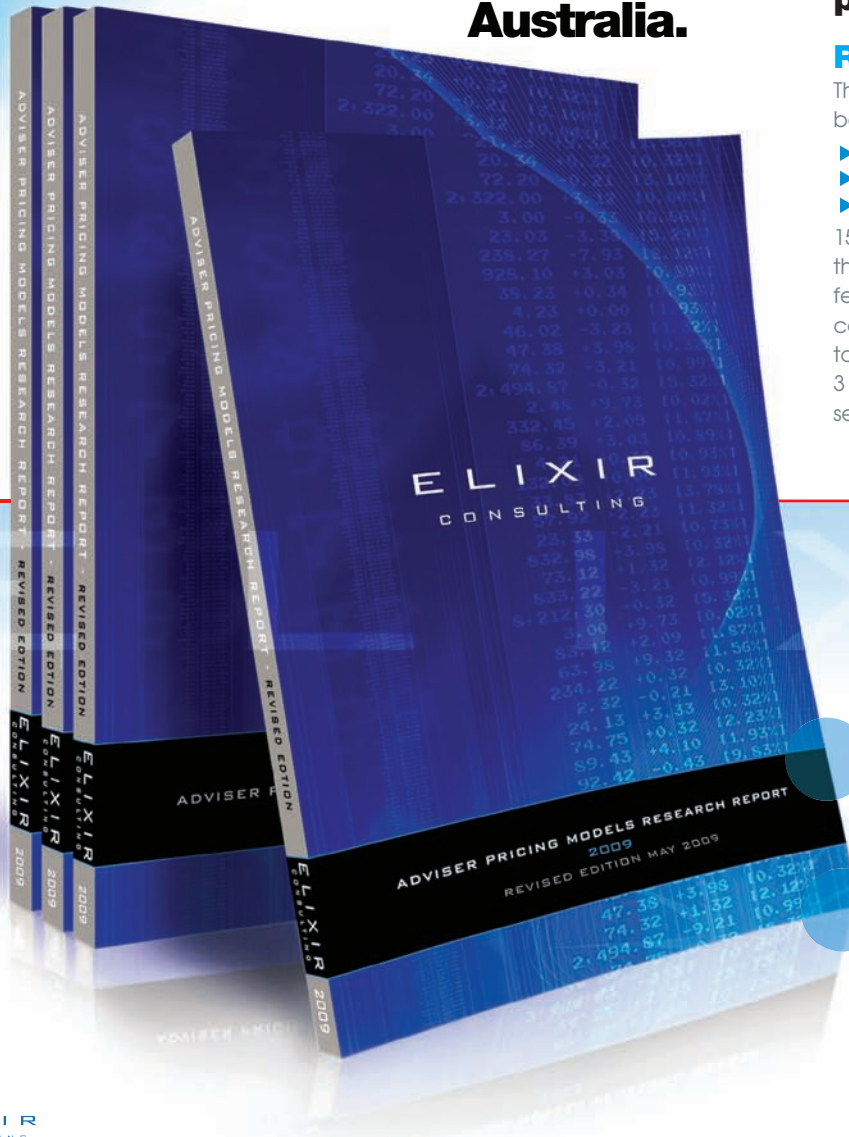
Research Features

The information gathered from 120 research participants has been distilled into sections that identify:

- ▶ 14 Key Findings
- ▶ 6 Emerging Trends
- ▶ 11 Challenges

15 Business Models are completely detailed – from defining their typical client, to detailing the services provided, the fees charged by the business, how they handle commissions, collection methods and a snapshot of the solutions they used to overcome their challenges.

3 sample clients were priced at each of the 15 businesses to see a practical application of each of the business models.



"Many (participants) commented that they would have liked to have had access to this type of information when they were creating their own models"

"Moving away from commission-based income does not mean that advisers must also move away from high profit margins, hence most advisers have derived a fee model that allows them to profit from their ingenuity, efficiency and quality of advice"



"Very impressed with the reportvery thorough and informative"

"There is so much information in this report – I have found myself revisiting it on numerous occasions already and it has proved most helpful"

"Your report was extremely helpful in giving us ideas on how to improve our existing fee model. Great value for money"



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While it might seem difficult, and indeed there will be challenges along the way, it is possible make the changes to your pricing model that may well become mandated. When done correctly your practice will be more profitable, you will enjoy happier clients, and ultimately have more control over your revenue. Leverage on the knowledge Elixir Consulting has gathered in the **Adviser Pricing Models Research Report 2009**

and benefit from the real-world experience of advisers that have successfully implemented pricing changes in their practice.

This report allows you to:

- obtain information on how other advisers have successfully transitioned their business to a fee model,
- gain an understanding of a range of different models that are being used,
- compare your own pricing model to others in the market, and/or
- help you to create a new model.

**ADVISER PRICING MODELS
RESEARCH REPORT
is just \$2,495** (GST inclusive)

Elixir Consulting has also released the **Pricing Advice Program**, a program that allows advisers to apply some rigour and process to price their advice. Through our proprietary program, advisers will obtain the tools and knowledge required to create their unique pricing model, and the ongoing support to assist them to implement their model throughout their business. **Contact Elixir Consulting for more information.**