



The Peak Partnership
CHARTERED ACCOUNTANTS

MEDIA RELEASE

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Local financial planner wins National Award

Mt Gravatt Financial Planner, Troy Edmondson, has been named Risk Adviser of the Year for the third time in five years.

Mr Edmondson (42) was presented with his award at Professional Investment Services'

11th annual offshore conference last month at the Sutera Harbour Resort, Sabah. Professional Investment Services advisers throughout Australia were eligible for the award that is judged by the Executive Committee, Robbie Bennetts (CEO) and Grahame Evans (MD) inclusive, and is based on a combination of factors that include production, compliance, ongoing activity, business growth, support of group product and advocacy of the Group.

Professional Investment Services, recently ranked by IFA Magazine as the number one dealer group in Australia for the second consecutive year, has the largest network of accountants, financial advisers and life insurance brokers with more than 1300 authorised representatives throughout Australia.

Mr Edmondson heads up the Risk Management and Insurance division at Fell Eales McGarry Chartered Accountants, Upper Mt Gravatt.

Mr Edmondson credited his continued success to a simple formula of close communication and active follow-up service with all clients. "Insurance and risk are relatively dull subjects, so I like to put some colour into my communication with clients," he said. "This includes rewarding clients with movie tickets, shopping vouchers and personalised wine whenever a policy application is finalised or new business referred."

"I also make a point of visiting clients whenever they lodge a trauma or injury claim – that's when they most need reassurance from their adviser," he added. Mr Edmondson said his approach supports his philosophy that personal insurance is about the individual, rather than a "one size fits all" solution.

Mr Edmondson was also named the 2006 Association of Financial Advisors (AFA) Adviser of the Year.

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