

## MEDIA RELEASE July 2011



### Business Update

MyLife Financial Planning is considered by its peers to be one of Australia's leading mortgage reduction and Cash flow projection specialists. We have recently been awarded a position in the Top Ten (Infocus Securities Australia Pty Ltd Network). Infocus is one of Australia's largest financial planning licensees.

The MyLife value proposition is unique as we endeavour to really understand our client's financial position and produce cash flow projections that give the client a very clear picture of what their financial future may look like.

MyLife produces cash flow projections that show their client the likely outcome should they continue with their current strategy. Concurrently, cash flow projections of alternative strategies that the client may request (salary sacrificing into super, purchasing an investment property or buying shares) are produced. In this way we are able to answer the tough questions, such as whether the client can take time off work, improve their home or travel, and what impact this will have on their lifestyle and retirement. All alternative projections are explained in detail and the pros and cons discussed at length before the client chooses the plan that is best suited to their requirements.

It is the integrity and transparency of MyLife that sets it apart from others, providing clients with monthly reporting comparing their current financial situation to their projected financial situation. Variations in the plans are followed up with explanations, adding another level of service.

MyLife has developed a Flexible Fee Matrix allowing the client to determine what work or ongoing service agreement they require, which in turn, determines the fee. As commented by David Strybosch (Director of MyLife), '*Clients understand a more complex strategy will be more expensive to monitor and therefore require a higher ongoing fee. However, what surprises many of our clients is that often the plan with the higher fee will provide a better result than the lower fee or no fee plan.*' MyLife has consistently demonstrated that implementing a plan with fees provides better long term results. The MyLife ongoing fee increase of four per cent per annum is completely transparent and further, the client can refer to their current cash flow projections/cash flow reports to very quickly identify what their individual fees are.

MyLife welcomes feedback and encourages their clients to be more involved in their financial future. There is always room for improvement and MyLife is always looking for ways to provide better services to its clients. '*We know we are not perfect*' David says, '*and occasionally we make mistakes, but all who spend time with us know that our ultimate aim is to look after our clients and provide the best possible service. We encourage our clients to tell us how they believe we can improve, so that we can provide services that suit our clients' specific needs. We want to provide a service that is tailored to each individual.*'

### General Advice Warning

This information is of a general nature only and neither represents nor is intended to be specific advice on any particular matter. Infocus Securities Australia Pty Ltd strongly suggests that no person should act specifically on the basis of the information contained herein but should seek appropriate professional advice based upon their own personal circumstances. Although we consider the sources for this material reliable, no warranty is given and no liability is accepted for any statement or opinion or for any error or omission. MY LIFE (Aust) Pty Ltd t/a MyLife Financial Planning ACN 106 398 994 is a Corporate Authorised Representative of Infocus Securities Australia Pty Ltd ABN 47 097 797 049 AFSL/ACL No. 236523