

Roskow

Independent Advisory

**Our clients are in complete control of their money and
no longer have to worry about it.**



Delegate to an expert you can trust

www.roskow.com.au

A poisoned industry

There is a major issue faced by Australians at the moment - it is very difficult to get conflict free financial advice.

There is a severe lack of financial advisers in Australia that focus on building consultative relationships with their clients. Most focus on transactions, investment products and the commission or fees they earn from it.

Faced by the prospect of quitting a poisoned industry we decided to create our own version of what good advice ought to be.

Our Story

Neil: Before forming Roskow Independent Advisory, I was a financial planner with a medium sized advice firm in Melbourne.

Whilst we gave advice on a wide range of issues, at the end of the day, the focus was on Funds Under Management (FUM) because that's how the firm generated revenue.

I didn't want to work for a firm where we had a solution in mind before the client had even walked through the door. We knew what platform was going to be recommended; we just had to find a way to mould the advice to fit that platform, so that we could meet our firm's objectives. I had to be independent.

Matt: In the first 10 years of my career I worked for a number of 'leading' advice firms and grew tired of the 'investment hocus pocus' we were spinning and the pressure to give advice that benefited the firm before clients.

I remember the moment when I decided I had to start my own business. I was in an appointment as a junior adviser and the client wanted specific advice on "Reasonable Benefit Limits" which if he got wrong, would cost him tens of thousands of dollars in tax.

He didn't want advice on his investments as he was doing this himself, but the reply from the senior adviser was "sorry sir, we cannot give you any advice unless you bring all of your investments on to our platform". My jaw dropped. I thought we were in the business of giving advice, but it was clear to see the firm was in the business of building funds under management. I had to get out. I had to be independent.

Financial Roadmap

The first step in our process is the biggest challenge – finding an hour where you and your spouse can turn off your mobiles, sit with us in a quiet office, shut out the rest of the world...and focus on you.

In this hour, we really focus on what you are trying to achieve with your money, where you are now and understanding the direction you want to take through the use of a financial roadmap.

Strategy session

In our strategy session we look at several options you can take to achieve your goals and discuss the benefits and associated risks with each option. We offer guidance and an objective voice in helping you decide which course of action is right for you.

Bringing it all together

We introduce ourselves to your accountant, mortgage broker, lawyer, property advocate and any other trusted professionals in your life as it's essential we're all on the same page.

We document our advice in a simple to understand action plan and then manage the implementation of it.

Keeping you on track

We maintain an ongoing relationship with all our clients and offer them a level of service that is tailored to their needs to ensure that they get all the care and support they need to stay on track.

Why us?

We're not the only advice firm in Australia that offers a Trusted Adviser service, however there are three clear reasons why we are the right people to work with:

Independence

There are only 15 independent advisers in Australia (out of 18,000). Matthew Ross and Neil Salkow are part of this exclusive group.

The other 17,985 are either affiliated with a product provider, accept commissions or charge asset based fees. The problem with each of these is the threat of a conflict of interest and the risk of you receiving advice that is not 100% in your best interests.

Our process focuses on you, not your money. Taking the time to understand what is important to you is crucial.

Research and evidence based approach

We believe very strongly in following the evidence where it leads, regardless of dogmas, agendas and self interest. Money management can appear very complicated due to the sheer amount of contradictory

and often questionable information presented in the media.

We help our clients cut through the noise to identify what is important and relevant to their financial needs and then implement a careful approach to investing that's focused on the family.

Nobody has a crystal ball and trying to get returns above the market is both costly and futile. We focus on what you are looking to achieve with your money, then work out what return is required and how much risk is necessary. We then get market returns at the lowest possible cost.

We cannot put hand on heart and guarantee we'll beat the market, so our best advice is to not try because if we fail and get less than market return, then we are not doing our job properly.

We Specialise

We specialise in implementing a careful approach to managing money that is focused on taking care of the family over the long term.

We also specialise in providing advice to Recruitment Executives and Professional Athletes.

Both members of these professions have little time to deal with financial matters and find value in delegating their financial responsibilities to an expert they can trust.

Fees

Unlike other financial planners, we don't want your money, it's yours. We just want to see that you're making smart decisions with it.

We only work with clients for whom we can add significant value. Our fees are based on how much work we do for you, not how much money you have.

And we guarantee our work.

We don't have a pre-packaged solution in mind before you walk in the door. So it is very difficult for us to tell you exactly what our fees are until we know what work is involved. As a guide, our fees to get our clients

on track (initial advice) ranges between \$1,000 and \$20,000.

We believe that to give you the highest probability of achieving your goals you need to maintain an ongoing relationship with us. You need someone to consult with as your circumstances change, someone to keep you motivated, informed and on track. Our ongoing fees range between \$1,500 and \$12,000 per year (tax deductible).

Becoming a client

Most of our clients are referred to us by other trusted professionals or existing clients. The first step in the process is to schedule a Financial Roadmap appointment.

There is no fee for a Financial Roadmap appointment, but it's not free, it will cost you 60-90 minutes of your time. Please understand this is not an opportunity for us to sell you something.

We're not for everyone. It's an opportunity for us to assess if there is any value in us working together and for you to decide if we're the right firm to help you make smart decisions with your money.

At some point in your life you either have the things you want or the reasons why you don't.

The sooner you take action, the more time we have and the easier it will be.

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Financial Planning – our definition

The term financial planner has over the past decade been irreversibly tarnished. We'd like to share with you our view of what financial planning is, and what it isn't.

What it is:

- It's about where you want to go and who you want to take with you.
- It's about showing you the smartest, quickest and best way to get there.
- It's about feeling secure, having flexibility, freedom, independence, choice and options.
- It's about living a fulfilling life.
- It's about paying the home loan off in record time, providing opportunities to the kids and making work optional as soon as possible.
- It's about spending less than you earn.
- It's about having enough insurance cover in place to protect the family.
- It's about paying tax on time every year, but no more than you need to.
- It's about passing on your wealth to the next generation in a strategic manner.
- It's about managing risk, not avoiding it.
- It's about putting a plan in place and sticking to it.

What it is not:

- It's not about predicting the future.
- It's not about finding someone who can predict the future.
- It's not about picking which shares to invest into.
- It's not about getting better results than your neighbour.
- It's not about picking fund managers.
- It's not about picking asset sectors.
- It's not about hot tips.
- It's not about gambling.
- It's not about brands.
- It's not about products.
- It's not about being told what to do.
- It's not about being left in the dark and assuming someone else will take responsibility for you.



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