

Why Use IAS as Your Trusted Financial Advisor

Let us help you build wealth, protect your assets, and minimise risk.



Having a trusted financial advisor empowers you to navigate life's financial journey with confidence.

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General Disclaimer: This eBook is intended to provide a general overview. While every effort has been made to ensure the accuracy of information at the time of publication, this guide does not substitute for professional financial advice.

Everyone's situation is unique, and financial decisions should be made based on individual circumstances and in consultation with professional advisors.

Please seek professional advice before making any financial decisions related to aged care. Insurance Advisory Service is not liable for any loss caused, whether due to negligence or otherwise arising from the use of, or reliance on, the information provided directly or indirectly, by use of this guide.

Welcome!



At IAS, we are more than conventional financial advisors; we are dedicated problem solvers.

We go beyond the technical aspects of finance, the numbers and jargon. Instead, we strive to genuinely understand who our clients are, their priorities, and the things that keep them awake at night.

It's our personalised approach that distinguishes us. We immerse ourselves in your world, actively listening and learning, enabling us to tailor solutions that align with your unique story. Our aim is to create a welcoming environment where you can comprehend and confidently navigate your financial decisions.

We take great pride in the many enduring relationships we've cultivated with our clients, witnessing them grow, evolve, and achieve success over the years. It is an honour to be part of their journey, celebrating their milestones, and offering support at every stage of life.

We're not just advisors; we are partners, dedicated to transforming financial dreams into reality.

I look forward to getting to know you and helping you on your journey!

Warm regards,
Jo

A stylized, handwritten signature in black ink, consisting of several fluid, overlapping loops and lines, ending with a small dot.

Jo Brassett
Owner and Financial Advisor
Insurance Advisory Service

Introduction: The Importance of a Trusted Financial Advisor

"I went to a financial advisor for a number of reasons: To explain the complexities of it all. To help me maximise my assets. To save me time and worry. To save me taxes."

Welcome and the Purpose of this eBook

Welcome to a journey towards financial empowerment. We've created this eBook to help shine a light on the path to effective financial management and the critical role of a financial advisor. Whether you're just embarking on your financial journey, navigating significant life changes, or planning for retirement, the guidance of a financial advisor is invaluable. A trusted financial advisor who understands your personal circumstances can help you navigate today's complex financial landscape with more confidence and stay on track with your goals throughout different life stages.

The Importance of a Trusted Financial Advisor

Many people initially seek financial advice for specific situations, such as retirement planning or managing a windfall. However, the true value of what we do extends far beyond addressing these immediate financial needs. We are your ally in achieving long-term financial goals, offering expertise and advice tailored to your unique life journey.

We can be your guide, guru, and gladiator!

GUIDE – Helping to manage both the practical and emotional burden of financial decision making.

GURU – Improving your financial knowledge while imparting objective wisdom.

GLADIATOR – Advocating on your behalf – allowing you to focus on what is important.

In this eBook, we'll explore how our financial advisors can be a guiding force through various stages of your financial journey, providing expertise, support, and tailored advice every step of the way.

Chapter #1

The Role of a Financial Advisor



"Although I felt I had some level of competence when it came to financial matters, there was a point where I realised that I needed a financial advisor because we now had assets that I didn't want to lose."

Understanding What a Financial Advisor Does

In the complex world of finance, having a guide to navigate the intricacies of managing money can be a game changer. That's where we step in. Think of us as your financial journey's co-pilot, guiding you through turbulent economic weathers and helping you chart a course towards your financial goals.

Financial advisors are more than investment gurus. We are your strategists for savings, budgeting, and planning for future needs. Whether you're looking at buying your first home, planning for your children's education, or ensuring a comfortable retirement, we lend our expertise to help you make well-informed decisions.

The Value of Empathy and Trust in Financial Advisory

The cornerstone of a productive relationship with your financial advisor is trust, forged through empathy and understanding. Your financial advisor isn't just someone who looks at numbers; we understand your dreams, fears, and aspirations. We respect the confidentiality of your personal information and make decisions that align with your best interests.

In Australia, where the financial landscape is ever-evolving, this relationship is crucial. Your advisor keeps abreast of the latest trends, regulatory changes, and market fluctuations, ensuring that your financial plan remains robust and responsive to the changing environment.

What our Financial Advisors can offer you

It's important your advisor's approach resonates with your outlook and goals. Our expert financial advisors have:

Expertise: We possess comprehensive knowledge, skills and experience. This is crucial when navigating complex financial markets.

Effective Communication: We know how to demystify financial jargon, making complex concepts accessible and understandable.

Tax Savvy: We understand the tax implications of investments is vital for efficient financial planning.

Personal Understanding: We really get to know your unique circumstances, so that our advice is tailored specifically to you.

Coaching: We act as coach and mentor, helping to keep you focused and on track towards your financial objectives.

Unbiased Guidance: We keep your interests at the forefront; our advice is free from conflict of interest.

Reputation: We have a proven track record of positive reviews and client success stories. Just check out all of our **five-star** Google reviews.

Transparent Fees: Clarity on fees ensures you know exactly what you're paying for.

Approachability: We think we're pretty easy-to-talk-to, making financial discussions more comfortable.

Accessibility: We're readily available for consultations and queries when you need to know more.

Technologically Savvy: Our up-to-date technology ensures efficient management of your financial portfolio.

Don't be afraid to ask questions! We're happy to try and allay any concerns you may have and help you clarify what your goals are in working together.

Resources

- MoneySmart: Choosing a Financial Adviser
- Insurance Advisory Service:
The IAS Approach



Chapter #2

Starting Your Financial Journey



"Originally, she was just helping us with some funds I'd received from my parents. After talking with her we enjoyed it and decided to continue forward with other matters. She seemed to understand our goals and showed us how to get there."

Financial Planning for Young Professionals

Your twenties and thirties are an exciting time, full of new opportunities and challenges. It's also the ideal time to lay a strong financial foundation. We can help you navigate these early stages, whether your goals are learning the basics of investing or balancing paying off student loans with planning for the future.

In Australia, where the property market is a hot topic, young professionals often dream of owning their first home. Your financial advisor can help you understand the nuances of home loans, saving for a deposit, and government grants that you might be eligible for, such as the First Home Owner Grant.

Navigating Early Career Choices and Investments

As you progress in your career, your financial priorities may shift. You might consider switching jobs, upskilling, or even starting a business. Each of these decisions carries financial implications. We can provide you with insight into salary negotiation, tax planning, and ways to optimise your superannuation.

Investing can seem daunting, but with the right advice, it can be a powerful tool for wealth creation. Your advisor can demystify the stock market, explain the benefits of diversification, and guide you on how to invest wisely, taking into account your risk tolerance and long-term goals.

Resources

- Insurance Advisory Service: Non-Traditional Paths to Home Ownership
- MoneySmart: Simple Money Manager
- Australian Taxation Office: Information for Individuals
- FirstHome: First Home Owner Grant

Chapter #3

Financial Strategies for Midlife



"My husband and I are 40 and hadn't really saved much for retirement, so we hired a financial advisor to show us what we need to save for the future."

Managing Midlife Financial Challenges

Midlife is often a period of significant financial transition. You might be at the peak of your earning potential, yet it's also a time when financial obligations can be at their highest. Managing existing debts, supporting children's education, and preparing for retirement are key challenges. Our financial advisors can help you balance these demands, providing strategies to manage debts efficiently while still focusing on future financial security.

Investment Strategies for Growing Wealth

This stage of life is ideal for growing your wealth. Investment strategies might include diversification across different asset classes, exploring property investments, or maximising superannuation contributions. We'll guide you through the options, ensuring that your investment choices align with your risk tolerance and long-term goals.

Superannuation in Midlife: Maximising Your Retirement Nest Egg

- 83% of investment outcomes are driven by asset allocation¹
- 63% of default MySuper assets are managed to a single asset allocation²

As you navigate through mid-life, it's critical to focus on your superannuation. In Australia, superannuation is not just a retirement fund; it's a long-term savings arrangement that will likely be one of your largest assets as you approach retirement. Understanding the ins and outs of superannuation can significantly affect your financial comfort in later years.

We can provide clarity on the complexities of superannuation, such as the benefits of salary sacrificing, government co-contributions, and the implications of the superannuation guarantee. We can also advise on fund selection, investment options within your fund, and insurance cover through super.

Resources

- Insurance Advisory Service: Retirement Planning
- Insurance Advisory Service: Understanding Your Super
- MoneySmart: How Super Works

¹ Source: Russell Investments Making Super Personal White Paper 2020

² Source: Australian Prudential Regulation Authority (APRA) 2023

Chapter #4

Family Financial Planning



"I wanted to be sure I'm making good investing choices that will grow my wealth and help protect my family's future."

As families grow and evolve, so do their financial needs and goals. It's a journey of managing the day-to-day while keeping an eye on the future – from planning the next family holiday to setting the wheels in motion for a new family car. It's about finding a balance that allows you to enjoy the present while preparing for the milestones ahead.

We like to think of ourselves as a trusted family friend who helps you navigate through these decisions. We're there to help you create a budget that's realistic, flexible, and tailored to your family's lifestyle. This isn't just about cutting back – it's about making smarter choices with the money you have, ensuring you can cover your bills and still set aside funds for those all-important family experiences and assets.

When it comes to the kids' education and the dream of owning your own home, the stakes are higher, and the planning is more critical. A financial advisor doesn't just lay out the options – we help you understand them. We can guide you through the savings plans that could fund your children's schooling, from straightforward savings accounts to more sophisticated investment plans.

And when you're ready to step onto the property ladder, your financial advisor will walk you through the process, step by step. We can help you understand how much you'll need for a deposit and explain how you might be able to use your superannuation to boost your savings. We'll also be up-to-date on all the government assistance you might be entitled to, like the First Home Owners Grant, ensuring you don't miss out on any opportunities to make your dream home a reality.

Protecting Your Family's Future and Assets with Personal Insurance

Securing your family's financial future isn't just about what you save; it's also about protecting what you've already built. That's where personal insurance steps in, as a critical safety net. It ensures that, should life take an unexpected turn, the dreams and plans you've worked so hard for aren't derailed. With the right cover, you can rest assured that your family is protected, giving you the freedom to focus on life's brighter moments, secure in the knowledge that you're prepared for anything.

Navigating family finances isn't always straightforward, but with a financial advisor, it doesn't have to be complicated. We're there to offer advice, support, and to keep you on track towards your family's financial goals.

Resources

- Insurance Advisory Service: Personal Insurance
- Insurance Advisory Service: Child Education Bonds
- MoneySmart: Home Loans

Chapter #5

Overcoming Life's Unexpected Turns



"Having an objective third-party involved who was dedicated to achieving the best outcomes for everyone really helped ease the stress of a big life transition."

Financial advisers are never more important than during periods of the unknown, such as a divorce, illness or loss of a partner or other loved one. We can support you in reviewing your evolving goals, needs and circumstances. The value we create by helping you grow your wealth, protect your assets, and avoid costly tax mistakes can deliver returns far higher than the typical advisor fees.

Divorce and Separation

Divorce or separation later in life, often termed 'grey divorce', can have substantial financial implications, and is on the rise in Australia and elsewhere.

In these times, a financial advisor becomes a crucial support, helping to reassess and realign financial plans, ensuring a secure financial future despite the changes in personal circumstances.

The Role of a Financial Advisor in Times of Personal Loss

When it comes to the loss of a partner, the role of a financial advisor takes on poignant significance. Beyond the deep emotional impact, there's the reality of financial implications to face – from managing your partner's estate to understanding the effect on your own financial position. We can be a vital pillar of support, helping you navigate through estate matters, insurance claims, and the restructuring of finances. This support ensures that you're not alone in making the big decisions that follow a loss.

In times of such personal upheaval, having an advisor who can offer not only financial guidance, but also empathetic support is invaluable. We can help manage immediate financial concerns while also considering the long-term vision for your wellbeing. With compassionate and expert guidance, you can find your way through the financial aspects of life's unexpected turns, emerging with a plan that's considerate of both your current and future needs.

Remember, it's not just about finding your financial footing again; it's about creating a stable path forward, where you feel secure in both your financial future and your journey towards healing.

Resources

- MoneySmart: Getting Divorced or Separating
- Insurance Advisory Service: Life Insurance

Chapter #6

Preparing for Retirement



"My wife and I wanted to travel, and I really didn't want to spend a good portion of my days in retirement watching the market and then making financial decisions. Much more productive to have a professional do it."

Effective Retirement Planning Strategies

Retirement planning isn't just about looking forward; it's about taking control now. It's a process that starts with understanding where you are financially today and where you want to be when you retire. We'll help you take stock of your assets, debts, and investments to build a clear picture of your current financial health. We'll work with you to set realistic retirement goals, whether that's travelling, pursuing hobbies, or simply enjoying a quiet life, and then craft a plan to get you there. This plan isn't set in stone; it'll flex and change as your life does, with regular check-ins and adjustments to make sure it's always working hard for you.

Superannuation and Pension Advice

For many Australians, superannuation is the main vehicle for retirement savings. It's essential to get your super strategy right, and that's where the expertise of a financial advisor is invaluable. We can guide you through the maze of super funds, helping you choose one that aligns with your investment philosophy and retirement goals. We'll also advise on the smartest ways to grow your super, whether that's through additional contributions, salary sacrificing, or taking advantage of government co-contributions.

When it comes to pensions, navigating the eligibility criteria and understanding how it complements your super can be complex. Your advisor will ensure you're clear on how much you can expect from the government pension and how best to structure your finances to enhance your entitlements. With their knowledge, you can make informed decisions that will set you up for a secure retirement.

Resources

- Insurance Advisory Service eBook: 10 Common Super Mistakes and How Not to Make Them
- MoneySmart: How Super Works

Chapter #7

Women and Finance



"When I divorced my ex, I had no knowledge of my financial matters and I was scared I would lose everything. I worked with a female Financial Advisor who provided education, confidence, coaching and a can-do attitude. Found myself in the education and coaching process and now I'm a very savvy investor and know exactly what is going on - I couldn't be happier."

Addressing the Unique Financial Needs of Women

Women's financial journeys can often take a different path. With career pauses for caregiving, a longer life expectancy than men, and a distinct approach to investment, the need for bespoke financial advice is clear. A financial advisor can provide tailored strategies that consider these variables, ensuring that women's financial plans are as resilient and flexible as their lives require. Whether it's re-entering the workforce, adjusting to a single-income household, or planning for a secure retirement, personalised advice can help navigate each of these stages with confidence and clarity.

Strategic financial planning for women could involve maximising superannuation during working years, investing in suitable financial products, or creating a buffer for periods of unpaid leave. It's about building a financial plan that not only stands up to the unique challenges women face but also capitalises on their strengths and opportunities.

Empowering Women in Financial Decision-Making

Empowerment comes with knowledge and the confidence to act upon it. Understanding different types of risk, the long-term benefits of various investment options, and the pathways to financial independence are all key areas a financial advisor can help with. This education is a cornerstone of empowerment, enabling women to make decisions that are right for them and their financial futures.

Our role is to support and foster women's financial decision-making power. We provide the tools and guidance necessary for women to take the lead in their financial affairs, ensuring they have the knowledge and confidence to make wise choices. Whether it's planning for retirement, investing in property, or starting a business, we can help transform aspirations into achievements.

IAS is a women-led advisory service specialising in bespoke financial and insurance solutions. We love working with women to help them achieve their goals and find financial peace of mind.

Resources

- Insurance Advisory Service: Financial Empowerment Tools for Women
- Insurance Advisory Service: Financial Planning for Women

Chapter #8

Estate Planning and Legacy



The Importance of Estate Planning

Estate planning transcends the mere distribution of assets after you're gone. It's a crucial aspect of financial planning, aimed at ensuring your hard-earned wealth is allocated according to your wishes. It's not just about the tangible assets, but also about your final wishes, healthcare directives, and guardianship of minors, if applicable. Engaging a financial advisor in this process brings in an expert who can guide you through the intricacies of wills, trusts, and the tax implications of estate distribution. Their expertise helps in making informed decisions, reducing the likelihood of family disputes and ensuring legal compliance..

Creating a Lasting Financial Legacy

Your financial legacy is a reflection of your life's work, values, and the lessons you wish to impart. It's not solely measured in monetary terms, but also in the impact you leave on your family, community, and causes dear to you. We can play a key role in structuring your finances to support these objectives effectively. We can assist in setting up charitable trusts, educational funds, or other vehicles that align with your values, ensuring that your legacy extends beyond wealth and resonates with future generations.

Resources

- Insurance Advisory Service: Estate Planning
- MoneySmart: Wills and Power of Attorney
- Australian Taxation Office (ATO): Estate Planning Guide
- The Law Society of NSW: Wills and Estates – Frequently Asked Questions

Conclusion: The Lifelong Journey with Your Financial Advisor

"We hired our financial advisor because she knew way more than we did and had the time to research the stock markets and provide her thoughts and advice. That is her job, which she has done VERY well over the years for us."

Your journey with us is not a short-term arrangement; it's a lifelong partnership. From navigating the early stages of financial planning to adjusting strategies for midlife changes, and eventually preparing for retirement and estate planning, we'll be there every step of the way.

Insurance Advisory Service is committed to being your reliable partner, offering expertise, empathy, and personalised advice tailored to your unique journey.

We look forward to helping you find achieve financial piece of mind. Talk to us.

Additional Resources

Useful Tools and Contacts

- MoneySmart: A comprehensive resource for financial information and tools.
- Australian Securities and Investments Commission (ASIC): Provides information on financial advisors and regulations.
- Australian Taxation Office (ATO): For information on taxes, superannuation, and more.
- Australian Prudential Regulation Authority (APRA): Offers data and insights on the Australian financial industry.
- Department of Social Services: Offers information on government payments and services for retirees.

Further Reading and Advice

- Insurance Advisory Service: We have many financial literacy tools and resources on our website include free eBooks, blogs, and videos.
- The Australian Financial Review: For the latest in financial news and expert opinions.

ABOUT US: Founded and operated by the Brassett family for over four decades, today Insurance Advisory Service (IAS) is a women-led advisory service specialising in bespoke financial and insurance solutions. At IAS, our mission transcends numbers — it's about helping you achieve your goals and protect your legacy. Let's talk about how we can help. Call us for an obligation-free chat on (02) 8268 2900.

Insurance
Planning
Coaching
**Insurance
Advisory
Service**

