

## MEDIA RELEASE

# CLEARVIEW CEMENTS NO.1 POSITION FOR OVERALL ADVISER SATISFACTION

24 August 2018: ClearView has been ranked number one for overall adviser satisfaction in the 2018 Investment Trends Planner Risk Report, reflecting the group's commitment to delivering quality products and exceptional service.

ClearView topped six out of 12 underlying categories including BDM support, product and underwriting process to claim top spot for overall performance for the second consecutive year.

The group also recorded the highest net promoter score, indicating that advisers are most likely to recommend ClearView to another adviser.

Christopher Blaxland-Walker, ClearView General Manager Distribution said the award recognised the group's ongoing strategic investment in product and technology, and its unwavering commitment to helping financial advisers run more efficient practices.

"A key focus for the business has been enhancing our life insurance platform AQUA, and streamlining systems and processes to ensure we're easy to do business with," he said.

"We will continue investing in technology and our flagship LifeSolutions product, which is now on 419 approved product lists."

According to King Loong Choi, senior analyst at Investment Trends, many advice practices are struggling to grow their revenue, with only 53 per cent of advisers experiencing an uptick in profitability in the past year, compared to 77 per cent in 2014.

"Current business conditions are challenging and at the same time, advisers are managing declining risk revenue due largely to the introduction of the LIF reforms," he said.

"The top three challenges for practices right now are the volume of paperwork and administration, compliance obligations and regulatory uncertainty, which is why it's critical that their product and service providers are efficient and can also support them to manage regulatory change, refine their value proposition and lift client engagement."

The 2018 Investment Trends Planner Risk Report, which was based on a national survey of financial advisers between May and June 2018, identified a number of satisfaction gaps – the top three relating to premiums, communications and education.

Mr Blaxland-Walker said the report showed that insurers could do much more in terms of helping advisers communicate and engage with their clients by producing compelling print, digital and video content.

In the past year ClearView has developed a range of free marketing collateral designed specifically for advisers to use with their clients including explainer videos, medical fact sheets and blog articles.

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#### *About ClearView*

*ClearView Wealth Limited is an ASX-listed diversified financial services company that specialises in life insurance, wealth management and financial advice solutions.*

*As at 30 June 2018, the group had \$224.8 million in inforce premium, \$2.79 billion in funds under management and 233 financial advisers.*