

# Raise your sails – with MASTHEAD

**MAST HEAD**  
DISTRIBUTION SERVICES



Want to rekindle your enthusiasm about your chosen career path as a financial advisor? **Masthead**, with its substantial benefits, can help you do just that.

Quality product offerings, support and advice, networking opportunities, Practice Management services and special offers on tuition are some of the benefits that Masthead offers its members. As South Africa's largest support network for independent financial advisors, Masthead has over the past two years assisted members to retain their independence, develop their business and, ultimately, improve their bottom line.

"Members have a superb range of offerings for their clients, provided by our shareholders and product providers Old Mutual, Sanlam, Liberty Life, Old Mutual Bank, Metropolitan Odyssey and Auto & General," says Peter Dempsey, Managing Director of Masthead. "Our partnership with some of the industry's top providers means our members have a diverse range of quality offerings, so they can continue giving independent advice."

"Masthead provides support and advice for members to ensure they comply with the legislation that affects the way in which financial advisors conduct business," he says. "We also inform members of upcoming changes in legislation that are likely to significantly impact on financial advisors, so they can be prepared."

## **Masthead's new commission model**

One such example is Masthead's recently developed model that analyses the effect that the new regulations regarding commission on long term savings products will have on brokers' income. Although the model is based on the most recent LOA proposals, it will be adapted once the National Treasury's recommendations are finalised, says Dempsey.

An additional part of its support role is to provide networking and communication opportunities for product providers, service suppliers and fellow members. Biannual Member Days are held in the main regions countrywide and these value-adding functions are always well attended.

For more information on how **Masthead** can assist you and your business, visit their website at [www.masthead.co.za](http://www.masthead.co.za) call 0860 103 807 or email [info@masthead.co.za](mailto:info@masthead.co.za)

"We keep members informed of upcoming events, changes, industry trends, product development and additional product offerings at our Member Days," says Dempsey. "We also regularly communicate with members through television broadcasts on DSTV and email, and our website offers a host of information."

## **Access to Practice Management services**

Members also have access to and are encouraged to utilise Practice Management services, arranged through business partner Celestis. Celestis is the largest compliance practice in South Africa with representation countrywide and is approved by the FSB.

"Practice Management is a key factor to keep members in business and it delivers incredibly positive results," says Dempsey. Members who have attended practice management workshops and implemented the skills and knowledge they learned have reported higher productivity, improved financial rewards and happier, more fulfilled clients.

To ensure members are equipped with the correct qualifications, Masthead has negotiated a special offer on tuition through Damelin. Members can thus further their studies to gain the relevant accreditation at a reduced fee.

## **Helping advisors to cope**

"Many consumers choose to obtain financial advice from independent brokers," says Dempsey. "It is vital that Masthead helps these advisors to cope in a changing world so they can meet consumer needs. With the right support, independent financial advisors can secure the ongoing growth of their businesses and thrive in their careers," says Dempsey.

"Our role is to provide this support. Judging by the way our membership has increased and based on members' feedback, we are making a visible difference."

