

"OUR INTERACTION REINFORCED THE THEME THAT WE ARE STRONGER TOGETHER"



Another Successful MASTHEAD ROAD SHOW

Masthead's Professional Development Day, a popular annual event for independent financial advisers, support staff and Masthead product partners and suppliers, kicked off in August 2011 and ran through September in nine venues across the country. The event was well attended, with some venues drawing record attendance of both members and non-members.

"IFAs value the opportunity to network

with Masthead, our product partners and suppliers, as well as each other," said Ian Middleton, Masthead MD. Our interaction reinforced the theme that we are 'stronger together'.

Addressing the audiences, Middleton sought to extinguish IFA doubt about the future. "We all go through moments when we question whether there is a future for independent financial advice or whether we should be looking for alternative career options. Masthead believes unequivocally

that the future for independent financial advice is positive. Together, we can deal with the challenges facing our industry and the IFA."

Other speakers at the event were drawn from some of Masthead's 26 product partners and preferred suppliers, including Sanlam, Old Mutual, Liberty, Snyman van der Vyver, FMI, Southern Cross, iTransact and 1Com. Masthead's Andre le Roux fulfilled the role of master of ceremonies.



Susan van Zitters, Martine Solomon and Claudine Stevens enjoyed the event



Karl Beaton from Xplan, Keshan Govender from Spotlight Wealth Management and Andre van der Westhuizen from Iress-Spotlight



Ian Middleton, Masthead managing director, said the future is positive for IFAs. Member advisers are stronger together with Masthead, which has partnered with IFAs for seven years.



Master of ceremonies, Masthead's Andre le Roux.



Marcel Bradshaw of Sanlam enlightened IFAs on which investment products to recommend to clients in uncertain, volatile times.



Robbie Grech of Liberty encouraged IFAs to love their clients by listening, observing, verbalising and empathising.



According to Derick Ferreira of Old Mutual, the power of simplicity is demonstrated in Greenlight's easy-to-understand range of products, which are written with minimal jargon.



Paul McKillen of FMI said holistic disability planning means offering clients, especially the younger generations, income protection for temporary disability.



1Com underwrites a full range of products to meet the needs of every client, said Wayne Mann of 1Com. He encouraged IFAs to rate their policies on the 1Com website and correspond online with the business.



Exchange traded funds are a low-cost alternative to unit trust investments and can be accessed via iTransact's investment platform, said Lance Solms of iTransact.