

Best Financial Planning Business 2023 - New South Wales APAC Insider Financial Services Client Care Excellence Award 2023

Beside Advisory has emerged as the epitome of financial excellence. Celebrated for its unwavering dedication to client success, the Sydney-based firm combines a holistic approach to financial planning with a steadfast commitment to independence, ensuring personalised service free from potential conflicts of interest. We explore how Beside Advisory continues to shape the financial wellbeing of its clientele amidst a dynamic and evolving landscape.

Beside Advisory is a privately owned financial planning business in the vibrant Barangaroo district of Sydney. Established as a 100% privately owned entity, it caters to private individuals committed to realising their financial goals through a strategic partnership. The firm distinguishes itself by fostering long-term success for clients. The clientele, characterised by a dedication to making sound financial decisions, benefit from a holistic approach encompassing goal-setting, disciplined spending and saving, tax-efficient structuring, safeguarding against health-related risks, and tailored investment strategies.

Central to Beside Advisory's philosophy is a resolute stance against ties to product providers that could compromise the objectivity of their advice. The firm believes that recommendations should be untainted by potential conflicts of interest, ensuring that client welfare remains paramount. This commitment is reinforced through fixed fee structures, with no acceptance of commission payments, including life insurance-related ones.

Besides, its holistic financial advice approach reflects its commitment to client service. Recognising the uniqueness of each client's circumstances, the firm invests time in understanding individual

priorities and goals. The in-house team, responsible for paraplanning, administration, and all client-related tasks, ensures a personalised touch, strengthening the client-advisor relationship.

Setting itself apart further, Beside Advisory embraces challenging conversations, viewing them as crucial to aligning goals and actions. The firm serves as a reliable sounding board for important decisions, demanding a reciprocal commitment from clients to adhere to their financial plans.

Addressing the landscape of the APAC region, particularly in the aftermath of the Royal Commission, Beside Advisory notes a reduction in financial advisers amid heightened education requirements and significant banks divesting private wealth divisions. The heavily regulated industry has seen increased demand for financial advice driven by compulsory superannuation systems and evolving rules. The challenge for Beside Advisory lies in balancing business growth with maintaining high-quality services; a task made more critical by ongoing efforts to enhance accessibility to financial advice.

A commitment to high qualifications and ongoing professional development characterises the culture within Beside Advisory. The emphasis on a positive team culture and



a focus on work-life balance contribute to low staff turnover. The belief is that content and fulfilled staff are better positioned to deliver excellent service and remain committed to the firm long-term.

Looking ahead, Beside Advisory anticipates continued organic growth fuelled by satisfied clients who recommend the firm to their networks. Concurrently, the firm invests in projects to enhance efficiency and client experiences through technology solutions, focusing on cybersecurity.

As we near the end of 2023, Beside Advisory stands as a

highlight of financial acumen, recognised not only for its commitment to excellence but also for its unwavering dedication to the economic wellbeing of its clients. The future holds lots of promise as the firm navigates the dynamic landscape, leveraging both traditional values and technological advancements to shape the financial success of its clientele.

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