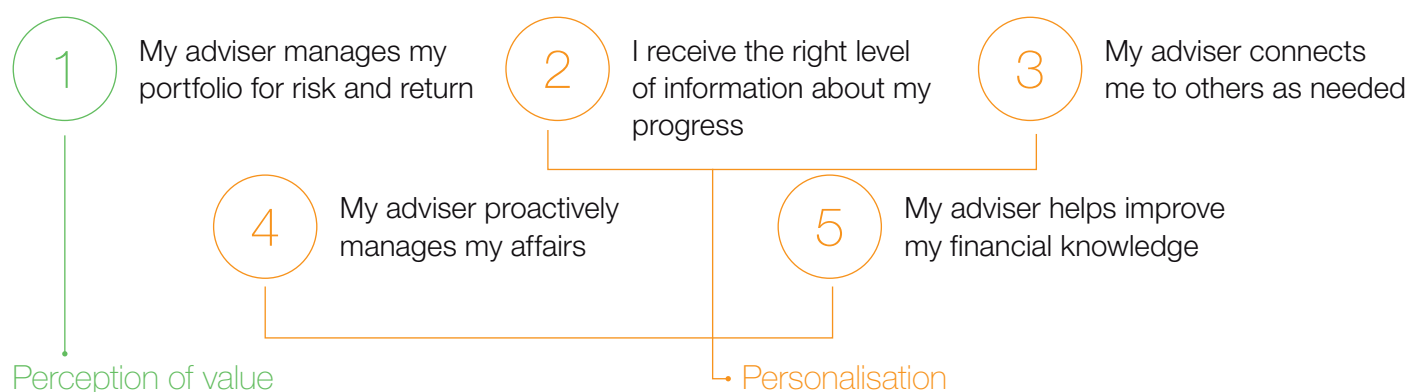




Build stronger client relationships with managed accounts

Managed accounts offer many benefits to a financial advice practice, including efficiencies and scalability. One of the main advantages is the way they fundamentally change the conversation with clients, lifting it from trading and stock stories to a more strategic focus.

Through our research we've identified the top drivers of client satisfaction with accountants and financial planners¹



In times of uncertainty, clients are looking for confidence that their adviser will manage their portfolio to achieve the best risk/return outcomes.

Clients expect their adviser to educate them, connect them with other resources and services, and proactively build a relationship based on trust.

By using managed accounts to systematise administration and compliance tasks, advisers can free up time which can be better spent on delivering a thorough and personalised experience to their clients.

It's time to move the conversation from administration

Without managed accounts, the process to make changes to a client's portfolio can be slow, cumbersome and require hours of back office administration. The process not only involves excessive paperwork, it can also mean that the vast majority of your client interactions are based around tedious paperwork concerns.

Clients could be forgiven for wondering what they were paying 'an expert' for if they are continuously bothered with small details.

The focus on stock selection and trade execution decisions can keep the client conversation at **the wrong level**. The focus is usually on **"How are your investments performing?"** rather than the more strategic, and ultimately more helpful, **"How are we tracking against your goals?"**.

Managed accounts allow a more strategic focus

With managed account solutions, depending on whether you buy, partner or build, the investment process is either performed in-house or outsourced to fund managers or research houses, and the rebalancing is performed by the platform. Regardless, you no longer have to spend time on stock selection or trade execution, enabling you to be more proactive and have more compelling conversations with your clients.

It's a different discussion and a different relationship

Transparency – Together, you and your client can view the assets that form their portfolio. You can see performance and valuations, review dividends and associated franking credits for shares, managed fund distributions and see all investment trades and any fees and costs. The conversation can reflect on whether the portfolio as a whole is delivering the desired outcomes.

Portability – Managed accounts give your clients flexibility. Assets may not need to be realised if they're moved. Clients can take the portfolio with them, transfer assets in or switch between portfolios easily².

Efficiency – Managed accounts have an investment discretionary structure that removes the hassle associated with needing to approve individual trades. Having signed up to their objective, your clients can sit back with the confidence that their investments will be managed professionally to meet their goals.

These benefits position you, the adviser, as a specialist, with time to provide holistic investment advice and have more strategic conversations. You'll be able to help them make well-informed financial decisions aligned to their goals, creating a path to reach financial success and security in the future.

What's next?

Speak to your business development manager, visit [macquarie.com/managedaccounts](https://www.macquarie.com/managedaccounts) or call **1800 501 180**

¹Macquarie Propensity Project Report 2016/2017. ²In some cases, this may not apply to superannuation accounts. This information is current as at 1 September 2017 and is provided for the use of licensed and accredited brokers and financial advisers only. In no circumstances is it to be used by a potential client for the purposes of making a decision about a financial product or class of products. The Macquarie Separately Managed Account (SMA) is offered by Macquarie Investment Management Limited ABN 66 002 867 003 AFSL 237492 RSEL L0001281 (MIML).