

SMSFAdviser PRESENTS

THE 2014 SMSF AWARDS

THE WINNERS REVEALED

SMSF Adviser presents the winners of the inaugural SMSF Awards, recognising excellence amongst SMSF service providers

WITH UPWARDS OF one million SMSF members now controlling approximately \$550 billion in assets, SMSF service providers are playing an increasingly important role in managing and growing Australia's retirement savings. Working with quality service providers is a necessity for SMSF professionals, and partnering with a company that ultimately has an impact on the running of a business is an important decision. The SMSF Awards, an initiative of *SMSF Adviser*, recognises the best performing operators servicing SMSF professionals today.

The process for identifying categories, nominees and ultimately winners in the SMSF Awards was rigorous and comprehensive.

Given that practitioners are the best judge of a service provider's efficiency and

value, *SMSF Adviser* chose to send a carefully constructed survey to its database of SMSF professionals to decide the winners.

When creating the SMSF Awards survey, *SMSF Adviser* worked with an advisory board, comprised of four leading client-facing SMSF practitioners, in an effort to make the survey as thorough and independent as possible.

The members of the advisory board are also involved in running an advice practice, and understand the impact service providers can have on the day-to-day running of a business. However, *SMSF Adviser* stresses the advisory board was not involved in selecting the SMSF Awards winners.

Now, after several months in the making, *SMSF Adviser* is proud to present the winners of the inaugural SMSF Awards.

THE 2014 SMSF AWARDS ADVISORY BOARD



Jenny Brown
director
JBS Financial
Strategists



Deborah Kent
director
Integra Financial
Services



Matthew Kidd
managing director
Omniwealth



Tim Mackay
principal
Quantum Financial

SMSF AUDIT PROVIDER WINNER: ASF AUDITS

AWARD
#4

WITH SMSF auditors now needing to be registered with ASIC and the ATO's new penalty power regime in force, there has been a mounting focus on auditors and the SMSF auditing process in recent years. Arguably, it has never been more important for auditors to be at the top of their game.

As such, practitioners are looking to work with auditors who deliver on quality, are efficient, and pay significant attention to detail. Pricing is also imperative – not necessarily low-cost, but certainly value for money.

Speaking to *SMSF Adviser*, ASF Audits managing partner Richard Smith said while pricing is an obvious factor in selecting an auditor, there are other reasons that ASF Audits' services stand out from the competition.

"I think independence is becoming more and more relevant. It's always been there and the rules haven't changed, but I think at the same time there's obviously more pressure from the ATO and the professional bodies for independence," he said.

"We acknowledge we're not the cheapest, but at the same time I think it's the level of service we offer that makes the difference and sets us apart."

Mr Smith also said the team at ASF Audits focuses on working closely with its clients and invests time keeping its technology up to date.

"We've got managers in place assigned directly to the particular clients; we just make sure that we can service them and make sure they're fully aware of what's going on," Mr Smith said.

"We've spent a lot of time and money building technologies ... making sure our clients have got full accessibility via [our] website so they can track workflows, easily send and receive documents, and answer queries."

● HIGHLY COMMENDED
Engage Super Audits

SMSF ADMINISTRATOR WINNER: MULTIPOINT

AWARD
#5

WITH THE SMSF market continuing to grow and diversify, the administration requirements for each SMSF can vary significantly. Multipoint, which was acquired by AMP in 2011, prides itself on offering a variety of administration packages to give practitioners and trustees a range of options for their circumstances.

In what is becoming an increasingly crowded market, AMP SMSF's managing director Natasha Fenech told *SMSF Adviser* Multipoint believes clients are looking for value for money, expertise, and flexible professional administration.

"Multipoint offers a modular SMSF solution and pricing that allows advisers to select the parts of the SMSF service that meets their clients' needs," Ms Fenech said.

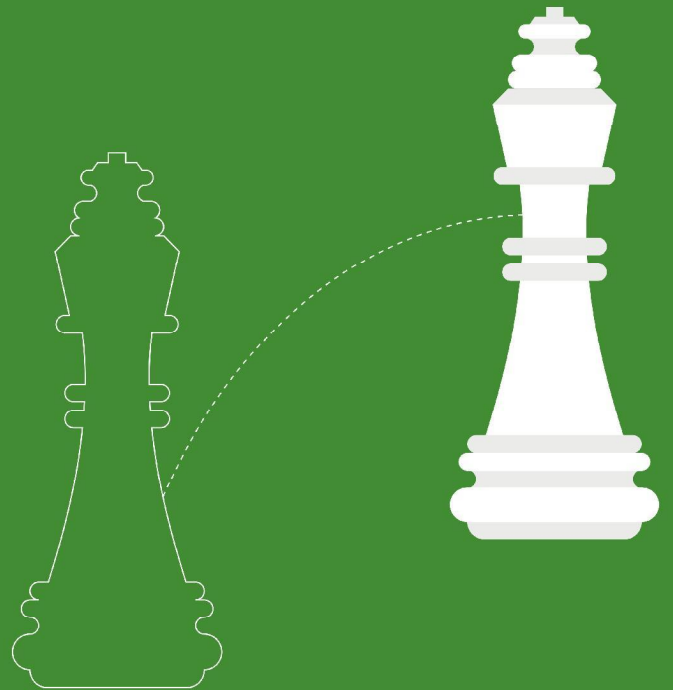
"Multipoint started as a joint venture to focus on the needs of SMSF clients and their advisers. We quickly recognised that the needs were varied and our service offering and pricing needed to cater for different levels of complexity," she added.

Multipoint, which has been in the SMSF administration market since 2001, is showing no signs of slowing down.

"SMSFs are an increasingly important segment of the superannuation industry and this trend is expected to continue," Ms Fenech said. "We are well positioned to be a significant player in this market by continuing to demonstrate our expertise and remaining relevant to our customers by enhancing our offers to deliver choice and personalisation."

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