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SECURITOR: HIGHEST ADVISER ADVOCACY IN THE INDUSTRY

Securitor has been ranked by advisers as the best dealer group in the financial planning industry, according to research published by Investment Trends 2013 Planner Business Model Report.

Measured by Net Promoter Score or NPS, Securitor has the highest level of advocacy from its planners with an NPS of +49%. This is based on the level of support, flexibility and proactivity advisers believe they are receiving from Securitor.

A high NPS indicates advisers have a high regard for their dealer group as well as high satisfaction levels with the services they are being provided.

“This is a great result for our advisers we support and for their clients,” says Mr Matt Englund, Managing Director of Securitor and Licensee Select.

“Our number one focus is to support advisers and help them deliver the best solutions for their clients. It is terrific that planners believe we are helping them achieve this.”

Investment Trends conducted the research from April to May this year. The research included 1141 surveys completed by financial advisers, RG 146 compliant accountants and dealer group managers who give advice.

Advisers were asked for their feedback on a number of topics including dealer group’s support on software and processes, business development, new clients, staff and client retention, research and IT.

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