



Running a successful business is never easy, and as a financial adviser, the stakes are even higher. When faced with mounting expenses, increased compliance demands, and the need to provide exceptional advice to clients, making the right decision about your licensee is crucial. Having worked in the industry for over a decade, I've seen a lot of changes across the AFSL landscape.

That's why I'm thrilled to share my experience with HFA, my licensee of choice for the past eight months. As the owner of Uncharted Wealth, a holistic planning practice, I was looking for a partner that could help me keep costs down while still providing support and compliance.

After hearing about HFA's common-sense approach and discussing their services with Peter Thompson, I was thrilled to discover that they were the perfect fit for my business needs.

One of the things that really stood out to me was the breadth of HFA's Approved Product List (APL). As long as an investment is rated to a suitable standard, I can offer it to my clients, giving me the flexibility needed to tailor my services to their unique needs. I can also choose the best software solution to suit my needs.

Senior management has been nothing but supportive throughout the onboarding process and beyond, providing me with the reports and assistance I need to grow my business.

But the real difference-maker for me has been HFA's partnership approach. Rather than dictating how I should run my business, they have been there every step of the way, offering guidance and support when I need it most. And with the increased demands on advisers in today's world, having a partner like HFA is truly invaluable.

If you're a financial adviser looking for a new licensee, I highly recommend HFA. Their support and flexibility have been essential to the success of my business, and I'm confident they can help you achieve your goals too.

Bronson Yau- Uncharted Wealth