

ARRIA rebrands with goals-based advice focus

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By Leanne Abbas

The Association of Real Return Investment Advisers has changed its name to the Association of Goals Based Advice (AGBA) in keeping with the industry's move toward new products and strategies that focus more closely on client objectives.

The association announced the name change as it celebrated its second anniversary yesterday, as well as revealing an upgraded website.

AGBA general manager Rebecca Jacques said the association looked forward to being of further strategic benefit to its 70 active adviser members, who come from over 30 financial practices and share a focus on goals-based advice.

"AGBA delivers practical tools and support for implementing goals-based advice, including portfolio construction, data analytics, governance, thought leadership and networking events – all vital elements that help our members tackle today's difficult markets to deliver meaningful investment outcomes for their clients," Jacques said.

She further noted the association's growth could be attributed to the rise of modern investment vehicles, such as managed accounts, which resonated with advice clients wanting more control, transparency and beneficial ownership of their assets.

"While not a new phenomenon, the steady growth of managed accounts has encouraged the industry to tackle regulatory and compliance hurdles, and seen advisers increasingly build more bespoke goals-based portfolios for clients that were previously not cost or time effective," she said.

The association will also host its first national conference in November next year.

The two-day event is aimed at bringing together advisers, dealer groups, investment managers, consultants, research houses, regulators, educators, administrators and other industry professionals that help advisers to implement goals-based advice in their businesses.

<http://www.financialobserver.com.au/articles/arria-rebrands-with-goals-based-advice-focus#sthash.7MMwdz0o.dpuf>