



Tuesday, 12 June 2007

Media Statement

PIS expects Canadian windfall

Australia's leading financial advisory group Professional Investment Services is set for a windfall with its recently acquired Canadian operation on track to double its business before the end of the year.

The Group snapped up Alberta-based Generation Financial Corporation last November, re-branding it as PIS Canada. The operation now has 107 advisers spread over five provinces with funds under administration of over \$1 billion.

At the recent Canada Strategic Review, PIS chief executive officer, Robbie Bennetts, said he expected that PIS Canada would double its business by the end of the year.

The two-day event, held at Rimrock Resort Hotel in one of Canada's premier resort towns, Banff, attracted 187 delegates, including 15 representatives from funds management sponsors with whom PIS is planning to build strategic alliance partnerships. PIS has a strategic alliance in Canada with Franklin Templeton, which has \$US576 billion (\$695 billion) in assets under management

Representatives from Fidelity, Fiduciary Trust, TransAmerica, West Coast Actuaries and Canadian Western Trust contributed to the program with presentations and case studies.

The conference was themed 'A team's strength lies in its members' – which was reflected by the willingness of delegates to get involved, to participate and to attend every session.

Mr Bennetts said one of the purposes of the conference was to implement PIS' successful Australian business model in Canada.

"We want to grow our referral base in Canada which, given the attitude and the enthusiasm, won't be difficult," he said.

"This system has been successfully used to grow our Australian referral base by offering incentives to our advisers to grow both the quantity and quality of their referrals."

Mr Bennetts said PIS had also offered the Canadian advisers the opportunity to become equity partners with the Group.



Professional Investment Services

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“An overwhelming majority indicated they would leap into any equity offer which was a huge vote of confidence in the way PIS is taking their business.

“This was the first function for our Canadian advisers, and it was the first time most had met each other.

“However, it was a very positive meeting and you could see the enthusiasm growing as we outlined our plans for PIS Canada.

“There has been an appreciable change in attitude among Canadian advisers towards PIS since we purchased Generation Financial Corporation, and advisers are aware of the services the PIS Group offers to build their business and continue to hit the targets we’ve set together.”

He said PIS will be hosting a December conference for its Canadian advisers in Hawaii.

“Given the success of the function we are expecting close to full attendance of all advisers in Hawaii.”

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