



Professional Investment Services

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Media Statement

PIS tops insurance ladder again

Financial advisory group Professional Investment Services has maintained its dominance in new life insurance sales in Australia for the fifth consecutive quarter.

PIS outperformed other Australian financial services industry heavyweights to remain the number-one ranked group in the September quarter, according to the Risk Distribution Monitor survey.

The quarterly industry survey, which is compiled by respected international financial consulting group, NMG Financial Services Consulting, is considered a key benchmarking report for the industry and provides companies with valuable information about how they are performing relative to their competition.

PIS chief executive officer Robbie Bennetts said the result was a testament to the professionalism and the skills of the advisers in PIS' growing international network.

He said Australia's life insurance market was hugely competitive and PIS was a relatively new player in the sector, only making insurance a key component of its product mix after it purchased IFMA from Norwich Union in 2000.

"Our business is an integrated referral model between our advisers and we are always looking for opportunities to grow our business vertically and horizontally," said Mr Bennetts.

"It's a credit to our team that in such a relatively short time PIS has grown not only to be a force to be reckoned with within the life insurance market, but it is now consistently the number one performer".

"After less than 10 years in the life insurance sector, PIS has shown how important it is for financial advisory groups to be able to provide the depth and diversity of products to meet the ever changing needs of our clients".

"It is not surprising to discover that many of our rivals are now starting to make efforts to emulate our highly successful business model."

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