Advertising Feature

Alman Partners 30 Years

AlmanPartners True wealth

Founded on offering true wealth advice

ALMAN Partners True Wealth is celebrating 30 years of providing first rate financial advice to the people of Mackay, priding themselves as a leading provider of financial advice.

Since starting three decades ago, Alman Partners have worked as a dedicated team to be a finance industry leader in guiding, educating and inspiring their clients on money matters.

From inception the force behind Alman Partners has remained a commitment to put client's best interests first. When Scott Alman began the business in 1985 he had a vision to build a financial service that would aid clients to achieve their life goals.

With this client first focus the business grew from an original one-person operation to the local financial services leader of today, with four partners and a team of 13.

For many, the thought of working with finances can seem quite boring, conjuring images of bean counters poring over figures all day. Nothing could be further from the truth with Alman Partners.

Scott Alman, founder of Alman Partners

There is an energy and vibrancy around seeing their clients achieve their most important goals which require planning and money.

Such energy is reflected by Steve Lowry, one of the firm's partners, who says: "We endeavour to build lifelong relationships with our clients, through every stage". "It is one of our biggest bragging rights that some of our clients have been with us from day dot," Mr Lowry said. "In fact we are now providing advice to many of our client's children and their families.

"It is true that many people originally come to us for investment advice. However it is the strategy direction, coaching and mentoring we bring to our clients that really adds value. As we know, life changes, legislation changes, markets are volatile, people are emotional and in the day to day grind of life it is easy to make poor financial decisions.

"Our job in coaching and mentoring clients is to be a lighthouse, keeping them away from the rocks and dangers that are inherent in the investment world, ensuring they make it to a safe harbour of their choice."

Back row from left to right: Simon Binney, Kerry Pagden, Scott Alman, Todd Laister, Teneale Laister, Ellie Fordham; Front row: Rita Azzopardi, Kerri Wallace, Paul Shepherd, Frances Easton, Steve Lowry, Stacey Camilleri, Niyati Khanna. PHOTO: CONTRIBUTED

A lifetime of financial wisdom

FOR many, finances are a major cause of stress in day to day life. Thoughts of managing finances better can be akin to trying to clear out an overcrowded storage space.

There can be so much to process that knowing where to begin or how to prioritise makes things seem overwhelming.

But as daunting as it can seem, as with a storage space, closing the door does not resolve the financial problem.

Frances Easton, one of the firm's Partners notes, "Our aim is to get our clients entire financial house in order. We begin by highlighting elements of a client's everyday life associated with managing their finances. We give clients a check list to rate themselves out of 1 to 10 in terms of being on top of each area, 10 being excellent.

"This exercise is a great tool for awareness of finance but also aids our advisers in highlighting where financial issues may lie, and the assistances required".

"There are many aspects to clients financial lives. Firstly do those we assist have a clear picture of the most important goals they want to achieve and why? Is there a clear financial plan for the future? Are clients on track to meet goals? Are investments performing well? Is too much being paid in fees and tax? Is there protection should something happen to a client? Are wills current and is capital for future generations protected?"

"Questions can be numerous so we work with clients to gain honest, productive answers. Our team has decades of knowledge and experience of finance. We know the route to financial growth is understanding what works and what requires change."

Thirty years of getting it right

FOUNDER Scott Alman has led Alman Partners True Wealth by example since founding the business with skills in strategic planning underpinning the firm's direction as well as being a pioneer within the profession.

"When I started the founding belief was putting the best interests of clients first," Scott commented.

"Alman Partners has recently celebrated our 30th anniversary. This has given plenty of reason to reflect on how we got from 1985 to 2015. I'm reminded of the time as a six-year-old child when my family travelled from Mackay to Melbourne by bus. At a small town lunch stop we children found a very large sum of cash in the street which we excitedly brought to our mother. As our bus was leaving shortly my mother gathered up the cash and gave it to the café owner requesting it be passed on to the police. We children cried, 'but what if he doesn't give it to them? What if the police can't find the owners?' Mum simply replied, 'It doesn't matter, we did the right thing'."

He continued, "Alman Partners has likewise faced some big decisions over the last 30 years, for example in the mid-90s we were one of the first firms in Australia to change to a fee for service model rather than commission based. We were also one of the first in Australia to embrace an evidence based investment philosophy, which works with markets rather than against them. We believe investing is a science, not an art."

"Early on, we also gained our own licence through ASIC uncoupling us from conflicting institutions like banks, insurance companies, brokers or superannuation funds. We are proud to have many, many clients who have been with us since the 1980s and early 1990s. The success and longevity of Alman Partners is a testament to the client-first values in our firm's DNA. As our mother taught us kids, it's simply a matter of doing the right thing."

While the team at Alman Partners is far larger than the single person business Scott founded, today it retains the same honesty and integrity as its core. For Alman Partners the clients' interests are always their businesses best interests and providing the most effective and honest solutions is what has maintained their success over the past three decades and what they intend to retain as their focus for the next 30 years and beyond.

Alman Partners at Mackay's historic 'Customs House'. PHOTO: CONTRIBUTED

It's customer satisfaction

THE greatest testament to the company's success is the satisfied clients the firm has advised over the past three decades. Many of these clients reflect positively on the guidance and assistance provided with comments including:

- "We are very grateful that our association with Alman Partners began over 22 years ago. Their expert advice and guidance over that time is enabling us to live our life exactly as we want, at a time when we are still healthy and young enough to be able to enjoy ourselves with no concerns about our financial future."
- "Nearly 17 years ago Scott Alman was recommended to us by a work colleague. Today, we are in an excellent financial position, thanks to Scott, Frances, Steve and the whole team. But the best thing about Alman Partners is that they aren't just about financial planning and wealth creation, they are also about lifestyle and concentrate on what is important to us. With their amazing knowledge and expertise they have guided us through the years and helped us with all our financial decision making. We would like to think that we have developed a friendship with the team as well as a respectful partnership. It was the best decision of our lives to go to Alman Partners and when we retire, we know that it will be a relaxed and comfortable time for us knowing that we have the financial backing to achieve our goals."
- "We have been blessed to have Paul from Alman Partners to continually advise and handle all aspects in planning our financial security in retirement, tidying up estate planning, family trusts, self-managed super funds, insurances etc thus allowing us to focus on running a busy, successful business and raising our daughters. Paul's professional, ethical and caring demeanour elicited our trust and respect and we gladly recommend Paul and Alman Partners to our many friends and business associates whenever possible."

With such positive reflections of client experiences the outlook for the next 30 years of Alman Partners True Wealth look as positive as the last.