

# MONEY MATTERS

ALL THE LATEST FROM THE KEARNEY GROUP



## Kearney Group AFA's 2015 Practice of the Year

The Kearney Group is thrilled to announce the firm has been named 2015 Practice of the Year by the Association of Financial Advisers (AFA).

The award was announced at the closing ceremonies for the AFA's national adviser conference in Cairns, on Tuesday night, before a crowd of 700 advisers and practices from across Australia.

"We're very humbled," said Kearney Group CEO, Paul Kearney. "The AFA Awards process is extremely rigorous and it has been an incredible experience; we've learned so much about our clients, our advisers and the way we do business."

The AFA Awards are known to be some of the most competitive and sought after in the industry. The multi-stage process involves an initial application, detailed client survey, practice benchmarking, phone interview, formal site visits, case study and a final bid for the award before the judging panel, at the AFA's Finalist Showcase.



The Kearney Group delivers an "amazing advice experience" to its clients, said the AFA. "The business is driven by the desire to lead industry change through developing innovative technology that is both novel and radically useful and strives to build first-class relationships with clients that empower client decision-making."

CEO Paul Kearney attributes the firm's success to its long standing focus on innovation and continuous re-investment into the business.

"We don't want to stay the same. If we want to lead this profession, we need to have an unwavering focus on investment and innovation," he said.

"Ours is a relationship service – the numbers only matter because the people behind them do. So our job is to find ways to build a better client experience and deliver advice that truly improves people's lives. We have to constantly examine what we do, why we're doing it and how we can do it better. Awards like this just strengthen our resolve," said Kearney.

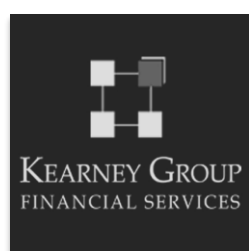
The challenge is, as always, in execution. However, Paul Kearney noted a number of exciting changes afoot at the Kearney Group, including the recent launch of [Oi Software](#) – the firm's newest venture and first foray into commercialising the web tools and business systems the Kearney Group has been developing for internal and client use in recent years.

"In a practice like ours, awards are truly a team effort," said Kearney. "Without everyone rowing in the same direction across our five divisions, this just wouldn't be possible."

The Kearney Group's client-centricity, its collaborative multi-disciplinary advice model, strong organic growth numbers, and its focus on adviser education and accreditation were also cited as key differentiators and driving forces behind the firm's Practice of the Year win.

When asked what it is that drives the Kearney Group and its team of motivated advisers, Paul Kearney simply replied: "At the Kearney Group, we believe that providing great advice empowers people to make a lifetime of great financial decisions... That's enough to get me out of bed each morning."

The Melbourne-based team of 50 is always looking to partner with those who understand and appreciate the value of advice. Those interested in joining forces with the Kearney Group – as clients or as a member of the team – are encouraged to [get in contact](#).



## Practice Profile

- **Practice:** KearneyGroup Financial Services
- **Established:** Kearney Group/ Kearney & Co (1986);  
Kearney Financial Planning (1998)
- **Location:** Abbotsford, Melbourne
- **Employees:** 50
- **Recognition:** AFA Practice of the Year (2015)  
National Practice of the Year (2011, 2014)  
Practice of the Year (2008, 2012, 2015)  
CPA Young Achiever Finalist (2011 - L. Ezard)  
Adviser of the Year (2010 - P. Kearney)
- **Community:** The Big Issue Australia  
Homes for Homes  
Ovarian Cancer Australia
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