

## **VIC SECURITOR ADVISER OF THE YEAR: PAUL KEARNEY**

**Thursday, 20 May 2010**

Melbourne financial adviser Paul Kearney, principal of Kearney Financial Planning (KFP) has been named *2010 Adviser of the Year* for Victoria at the recent Securitor annual convention in Adelaide. Paul adds this achievement to his 2008 Securitor Victorian Practice of the Year accolade.

Securitor's national awards are highly regarded among the 460 financial planners who make up the Securitor group.

Nominees for Securitor's Victorian Adviser of the Year Award are assessed on criteria including their commitment to practice development, diversified revenue, compliance and outstanding business performance.

KFP was established in 1998 in response to a need for financial planning services to complement the accounting and taxation services of Kearney & Co. Today, 45 per cent of accounting clients are now financial planning clients.

Neil Younger, Head of Securitor, said Paul has shown commitment through marketing best practice via internal and external analysis of client's needs, the customer experience and opportunities to fulfil customer expectations.

"Pleasingly, in 2009, Paul Kearney took the initiative to solidify and communicate the business mission, vision and corporate values," Neil said.

"He has continued to provide innovative customer support by thoroughly reviewing and updating all marketing materials, including a re-launch of the company website."

Paul Kearney said despite recent volatility in the industry, KFP has continued its sustained growth by investing in initiatives that would engage and retain loyal clients, whilst growing its client base through quality referrals.

"We created a sophisticated and innovative approach to managing business effectiveness and efficiency and the results have demonstrated the success of these initiatives – and our customer's have reaped the benefits," he said.

"The work from the past year has set a great foundation for the business' next phase of growth, including investing in larger premises with the ultimate goal of becoming a 40-staff practice in around 6 years."

**Website:** <http://www.kearneygroup.com.au>

**For further information contact Kate Gorman, Media Relations BT Financial Group,  
0402 348 820 / [kate.gorman@btfinancialgroup.com](mailto:kate.gorman@btfinancialgroup.com)**