

# 24 HOURS ...IN BRISBANE

THIS MONTH *PROFESSIONAL PLANNER* TAKES READERS INSIDE **LANTERN ADVISORY** WITH **JAMES CAVANOUGH**, A DIRECTOR OF THE FINANCIAL PLANNING PRACTICE LOCATED IN THE HEART OF BRISBANE.



WITH ... **JAMES CAVANOUGH** *director, Lantern Advisory*

FINANCIAL PLANNING, WITH its combination of facts and figures as well as human interaction, suits James Cavanough perfectly. But it took him a while to find his niche.

He spent his high school years at King’s College in Sydney and felt the pressure to do something substantial with his life. Upon graduation, he returned to the Northern Territory where he undertook a law degree at Charles Darwin University.

He switched to a commerce degree at the University of Southern Queensland and after graduation headed in the direction of the banks. He sold managed funds at Macquarie and worked at Westpac Investment Management – now absorbed into BT Investment Management – before taking on a role with CommSec as an adviser in late 2005, and later finding his way to the offices of accounting firm HLB Mann Judd in Brisbane. In 2013 he was poached by Lantern Advisory, where he is now a director.

Cavanough says the greatest challenge facing the industry is apathy, and “a lot of people are guessing about their financial situation.” But he says that “now is the perfect time for Australians to seek advice about their super”.

“The bad apples [planners] have left or are going to leave [the industry],” he says. “The people who have stuck around are the advice soldiers.”

WORDS JO LEGGATT

7.45

Kids off to day care. Hectic start to the day for any parent.

8.00

In the office to review overnight market and industry developments, new investment research, and importantly, review workflow with what I want to achieve for the day ahead. Lantern Advisory was purposely built and designed with the clients’ interests in mind and as a result is set for the future, as parts of the industry still grapple with new practice requirements post FoFA. It is a nice clean, simple service model, and in this day and age it needs to be. We are really proud of this business and where it is placed and believe it will reap rewards in time. The advisers of Lantern enjoy providing a strong and holistic service with dependable, simple advice, regular reporting within a fee-for-service framework.

8.30

Greet staff and engage with them on any new priorities that may have evolved, and the following work day, so everyone knows what is going to happen; check in-tray for correspondence.

9.00

Prepare for a new client meeting later in the week, review and finalise a more complex Statement of Advice prepared by Neil Smith for new clients, owners of a real estate company – including self-managed superannuation, life insurance and key person insurance. The advice formulation process is bottom-up driven to ensure our clients’ objectives can be met or a gap identified, and other strategies for our clients benefit are introduced for further discussion.



**NEIL SMITH**  
*Paraplanner*

We produce our advice documents via software, ensuring efficiency, accuracy and compliance. The documents are both simple and detailed and often provide projection of capital to alert the client if there is a future problem or consideration that needs to be addressed. I check the file notes, client data forms, to make sure James and Ian have not forgotten anything and seek to add value from a research and systems perspective where possible.

- 10.00** Call outs – update clients on advice, any ongoing issues, and finalise superannuation contributions for tax purposes. I will update an accountant who has referred business recently to us, who has chosen to outsource their financial planning due to accounting exemption reforms, provide information and calculations that help them to know where a job is up to and hopefully meet their expectations. Term deposit maturities that are coming up are reviewed and other matters of administration. Keep the process ticking over and service providers are held accountable to ensure a good client experience and smoother implementation of our advice.
- 11.30** Monthly, quarterly, half-year and annual review list to prepare for the month of July. This is portfolio information mainly – changes, transactions, guidance, concerns and so on. Our clients and their interests, needs and objectives are always front of mind. We value their relationship and support immensely and we don't take things for granted. Regular contact, reliable information and tailored solutions drive the advice model forward as growth in our business continues unabated in this very challenging and uncertain environment. We are very fortunate to be supported by fantastic clients who engage with us and we reciprocate.

- 12.30** Lunch. As a member and treasurer of Western Suburbs toastmaster club, lunchtime is a good opportunity to check my duties and upcoming speech roles. I am doing an advanced communication series of technical presentations, and speaking to inform. My last one was under a different course about my grandfather who was a flying officer in WWII in 1944, and his stories.
- 1.30** Check markets, consider pending investment transactions, announcements and valuations before purchase.
- 2.00** Implement new insurance application for a client who has agreed to proceed, online. Chase up doctor information and bank details for payment.
- 3.00** Touch base with staff to see they are okay, have any queries or need assistance. Sometimes these meetings are more to educate them and provide guidance on general issues – such as investment knowledge – and sometimes on more specific issues, such as Brexit.
- 3.15** Review and prepare for a retired and valued client who has funded aged care accommodation for her less able husband to live as comfortably as possible, including self-managed superannuation issues, her trustee obligations, review the importance of other non-super assets, determine available cash flow and expenses for efficiency and some estate planning matters. Put this all onto a file note in preparation for the meeting and send agenda / time of appointment to engage the client.

POST CARD

BRISBANE, QUEENSLAND 4000 (LOCAL GOVERNMENT AREA)	
People	1.15m
Male	571,355
Female	575,432
Median age	34.5
Families	267,870
Total households	380,776
Average people per household	2.6
Average monthly income	\$42,319
Average monthly rent	\$1529
Average monthly mortgage repayments	\$2254

The most common occupations in Brisbane (local government area) include professionals – 29 per cent; clerical and administrative workers – 16.1 per cent; managers – 12.6 per cent; technicians and trade workers – 11.2 per cent; sales workers – 8.9 per cent.  
SOURCE: ABS

36

**4.15** ▶ Touch base with Ian Walker, fellow adviser and accountant, on practice matters, budget and upcoming client matters. He is a registered tax and business adviser so this meeting provides strategy ideas and risks that we need to be aware of as our advice evolves

**IAN WALKER**  
*Managing director, Archer Gowland*

Lantern Advisory is an important extension to my clients in Archer Gowland, where the services are complimentary and client outcomes optimised. Advising clients on how to maximise cash flow and the valuation of their businesses requires the holistic approach that we can give them across the accounting and financial planning businesses. The understanding of the client is not lost by referring "down the corridor", and the client is more relaxed and open to discussions on where and how to invest and how to protect their wealth. I believe the productivity and efficiency of both businesses are improved by being separated at the entity level, but these measures are also enhanced by sharing the same cultural and customer service values at the staffing level of each business.

**4.30** ▶ Check that my tasks for the day are achieved and work out if there is a roadblock anywhere that needs to be resolved.

**4.45** ▶ Update tracking spreadsheet and file notes of conversations onto our CRM.

**5.00** ▶ Collate and write general economic and portfolio comments in preparation for upcoming portfolio reports. The report they receive depends on their subscription level: A-class clients are monthly or quarterly; B-class are half-yearly. For these we have around 50 clients who subscribe, the rest are smaller accumulators, or on annual reviews. We give them the good news and the

bad, and the outlook – everything so that they are fully informed. The portfolios are in good shape as we have prepared for this low-growth environment. We are just managing expectations and risk.

**5.30** ▶ Make sure I divert my phone to the mobile as I often get phone calls on the way home via train.

**6.00** ▶ Home time with my young family.