

MEDIA RELEASE

International Adviser Audience Applauds Peter Moyle's Protection Insight & Business Strategies

Friday May 29, 2009. The 6th World Critical Illness Insurance Conference held in Montreal, Canada last month reaffirmed to Integrated Financial's Managing Director Peter Moyle that the momentum for the need for critical illness protection is growing in importance internationally to professional advisers as their knowledge is enhanced in addressing the protection needs of business owners, executives and families.

Peter Moyle was invited to attend the World Critical Illness Insurance Conference and provide two very highly informative and insightful presentations – a main platform address and a focus session that were highly appreciated and acknowledged by the conference organizers and the financial advisers who attended.

“As the result of the immense improvements and advances in modern medicine, health and science; together with the progression in rehabilitation programs, more and more people are recovering and living longer from previous ‘life killers’ such as heart attack, stroke and cancer.”

“However their lives, businesses, careers, lifestyle goals and finances are dramatically impaired as so many victims of these illnesses are not financially prepared or covered for the medical and rehabilitation costs required to aid and support them in their recovery,” said Peter Moyle on his return to Australia.

“Unfortunately, far too many consumers in Australia and overseas dismiss the need for critical illness cover in their protection portfolio believing that their life cover and health fund will adequately address all their financial needs should they suffer from a heart attack, stroke or cancer.”

As one of Australia's leading and high profile financial protection specialists, Peter Moyle is often called upon to provide addresses at industry and business events. Peter Moyle's two Critical Illness Insurance Conference presentations were designed to reflect his personal journey and transition from a financial adviser providing the complete range of services from

protection and investment; to the transformation and specialisation in providing protection advice, strategies and solutions for business owners, executives and families.

Peter's Focus Session outlined the benefits of specialisation in the provision of protection and the benefits of innovation and building long term relationships with clients and alliances by increased marketing initiatives.

"In order to grow their businesses, advisers must identify their Unique Ability and then methodically but deliberately transition the business to reflect their marketplace specialisation through carefully implemented marketing strategies and client service," said Peter Moyle.

"Top of the list has to be an infrastructure that incorporates marketing, communication and promotional programs that enhance the understanding and knowledge of clients and includes those special touches such as movie nights, networking events, social functions, newsletters, etc that positively reinforce your appreciation of the client's business and the long standing relationship."

The appointment of a client manager to assist and support the business allows the Adviser to then focus their energies more creatively on developing and implementing long term growth strategies.

The main platform presentation was a practical insight into the opportunities advisers have available to provide critical illness protection for business owners in the areas of Keyperson protection, Business Succession funding and Business Loan protection.

Reflecting on his personal experience, Peter Moyle said that business owners as a result of their dedication and commitment to their businesses were predominantly time poor and really appreciated a financial protection specialist. The advantage of a unique integrated process is that it provides clients professional advice, strategies and solutions which empowers them to make informed decisions which give them peace of mind.

"But in order to grow as dedicated financial professionals, we must invest in ourselves and our businesses – thus focus our energies on being the best we can be."

"By doing so, our business will grow and the long term financial viability and profitability is significantly enhanced. But most importantly, our clients benefit by receiving a significantly higher level of expert advice, knowledge and support," concluded Peter Moyle.

Pictured below – Peter Moyle’s main platform address at the 6th Annual Critical Illness Insurance Conference in Montreal, Canada.



About Peter Moyle

Peter Moyle is the Managing Director and founder of Integrated Financial P/L which is one of Australia’s leading specialist providers of protection advice, strategies and solutions for business owners.



His experience and expertise is in constant demand as a keynote conference presenter on the subject by business groups, associations and the financial services industry within Australia and overseas.

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