

## **BIOGRAPHY**

### **JIM STACKPOOL**

Founder

**Certainty Advice Group**

Jim Stackpool consults and trains financial advisers and their firms.

He founded Strategic Consulting & Training in 1993 after three years lecturing and consulting with the Financial Management Research Centre at the University of New England in Armidale, NSW Australia.

In 1997, he established The Dashboard® Reports – which became the largest audited research and benchmark database analysing the financial performance benchmarks of Australian financial advice firms.

Since 2000 he has contributed regular columns, articles and commentary with media and financial industry publications – Financial Review, The Australian, Money Management, Asset Magazine, IFA and Professional Planner. He has judged industry awards for these organisations and others in “practice of the year”, “adviser of the year” categories.

In November 2001, he contributed to the industry white paper produced by Credit Suisse – “HyperCompetition: The Dynamic Future of Financial Planning”.

In 2002, seeking international alliances he formed a joint venture with USA-based CEG Worldwide to broaden his firm’s research, skilling and consulting offerings. He and CEG Worldwide initiated an advice development workshops program - Cultivating Advice® – which continues to this day with over 850 Australian firms participating to date.

In 2003, he co-authored “The Road Ahead”, the largest qualitative research study of Australian financial advisers at the time (830 advisers) on future trends in the delivery of professional advice.

In 2004, he chaired FINSIA’s (then Securities Institute) Task Force to develop the Institute’s new Practice Management modules as per ASIC’s, National Financial Industry Training Package and Securities Institute’s guidelines.

In 2007, he began working with USA-based Bachrach & Associates - the founder of Values-Based Financial Planning. Whilst in this alliance, he conducted multiple USA study tours for Australian advisers to understand best practice advisory trends in the USA.

In 2009, he published his first book – What Price Advice - which articulates how to effectively price advice services in a product fee or commission free world. In 2010, he released What Price Advice in UK marketplace and to the USA in 2011.

In 2012, he published his second book – Delivering Certainty – which shows the approach to engage financial advice clients using a non-conflicted comprehensive advisory approach to client management and pricing.

In 2013, he published his third book and first consumer book – Seeking Certainty – which outlines how consumers should approach, buy and engage financial adviser to ensure his best interests are delivered upon.

In 2015 he renamed his firm to Certainty Advice Group to reflect the new focus as a non-product-based non-licensed advisory group.

He and his growing number of Certainty Advisers have co-authored several white papers including:

- In 2015 - “Seeking Certainty” research White Paper on the state of Australia’s advice industry;
- In 2016, “Working with Alliances” research White Paper on best practices when accounting and financial planning firms collaborate and “Insecurity” – highlighting the hidden financial insecurities many Australians needlessly suffer due lack of professional advice;
- In 2017, “Ethical Advice” on advances made in development and delivery of ethical, non-conflicted, best interests’ financial advice in Australia and “What Price Valuable Advice” on how Australians should expect to value and pay for financial advice;
- In 2018, the firm and aligned advisers authored two responses to the Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry as well as “Superannuation – Realising the Great Expectations” on the state of advice within Australia’s superannuation industry.

In 2019 after three years of work with ACCC/IP Australia, he obtained Australia’s first Certification Mark for professional financial advice called Certainty Advice. Consumers who receive Certainty Advice can be assured their annual advice engagements conforms to three certified standards of no conflicts, flat fees and comprehensive advice.

In 2019 he created Cultivating Advice Online to support the growing community of national and international advisory firms. This growing training and development network shares implementation insights, implementation approaches, pricing models, practice management and client engagement models.

In early 2021, he will publish his next book – “The Five Stages: How to Grow Advisory Firms”.

Over nearly 30 years, Jim Stackpool has been at the forefront of development of the Australian professional financial advice marketplace. His objective is support the growth and success of comprehensive advisory firms to reverse the current trend where only a minority of Australians access or value financial advice.