

## Anthony Warr – a brief story on why I do what I do

### A Property in Queensland

In 1996 Marina and I, newly married, were keen to get ahead. A 10 day holiday to the Gold Coast, a walk in shopping mall, a property spruiker – the perfect mix for a road to riches.

The road? A pokey little 1 bedroom flat behind Surfers Paradise, one of a number, the whole building was being run as a backpackers so solid rental income, on a site ripe for property developers – the big pay day will come along within 18 months!

The property spruiker was kind enough to introduce us to an “adviser” to run the numbers...” only \$29 per week after tax”...., a mortgage broker to “get the best deal”, we needed to borrow 95% of the value of our home and the flat to get it off the ground, and a solicitor who specialised in Queensland Property – sounds great!

Of course, the only bank that would do it was the one the mortgage broker worked with. We had signed the contracts without any conditions and found ourselves deep in an investment we really didn't understand.

A familiar story I am sure. But we were one of the lucky ones, as somehow we managed to get out of it. Incidentally, today the backpackers still operates....,

This was a point in my life when I realised how easy it is for emotions and shallow promises to drive financial decisions, and most importantly that to achieve successful financial and wealth management must start with a purpose, and that this is only possible with clarity of values and goals.

### Preparation meets Opportunity

In 1997 an opportunity presented to enter the financial planning profession, a profession where we help people achieve their financial and lifestyle goals.

Little did I know, this was not a profession, rather an industry incentivised and paid by the manufacturers of investment and insurance products, with upfront commissions as high as 10% of the investment value or 130% of the insurance premium and ongoing commissions as high as 2% pa and 30% respectively.

With such a murky system, how can this be in the best interests of clients and do people really know what advisers are being paid at the point of and after sale?

With government regulation and the courage of the minority of advisors commissions on investments were banned in 2010. Sadly this remuneration continues on investments held prior to this ban

and continues today on old and new products sold in the insurance and mortgage broking industries.

I believe that the majority of advisors are good people and genuine in the desire to help their clients, but product based remuneration has a real risk of conflicted advice.

At the time, I had little choice but to accept this remuneration, but I am happy to say that I was never wooed into selling products that I didn't understand.

Entering this industry was a wonderful opportunity, and afforded me and my family a great life. But I believed there was a better way – a professional way.

### The WARR HUNT way

In 2003, I decided to create a new firm, a profession services firm, providing financial and Wealth Management advice to help individuals and families achieve their most important goals.

By 2004 we had created an engagement model focused solely on our clients' best interests, advising on all facets of their financial life and paid by the client directly. We drew a line in the sand.

It wasn't easy, with many of my peers were highly critical, some saying I would fail, and institutions with archaic systems that couldn't adapt. It hasn't been perfect – some decisions were administratively poor but all relatively easily improved and I am thankful for the patience of our clients when we worked through these improvements. Regardless, today I can look back on all advice given to our clients and confidently say nothing has been detrimental to their future.

In 2011 I was fortunate to join forces with Sam Hunt, a fine man who shares similar values and an equally strong desire to serve his clients this the same way. Sam is now my business partner and a great friend.

### In 2013, my firm became our firm – we are WARR HUNT.

**I get up each day loving what I do, the firm I have created and the people, staff and clients, we have helped along the way.**

**Investment markets may go up and down, institutions may come and go, however I rest easy knowing our approach puts our clients first, our investment philosophy is robust and that our clients' trust is in safe hands.**

**Anthony Warr**

Director | WARR HUNT