



Institute of Actuaries of Australia

**4th Financial Services Forum**

*Innovation in Financial Markets*

19 and 20 May 2008 – Melbourne

# The Personal CFO

## An Alternative Model for Financial Advice

**Martin Mulcare**



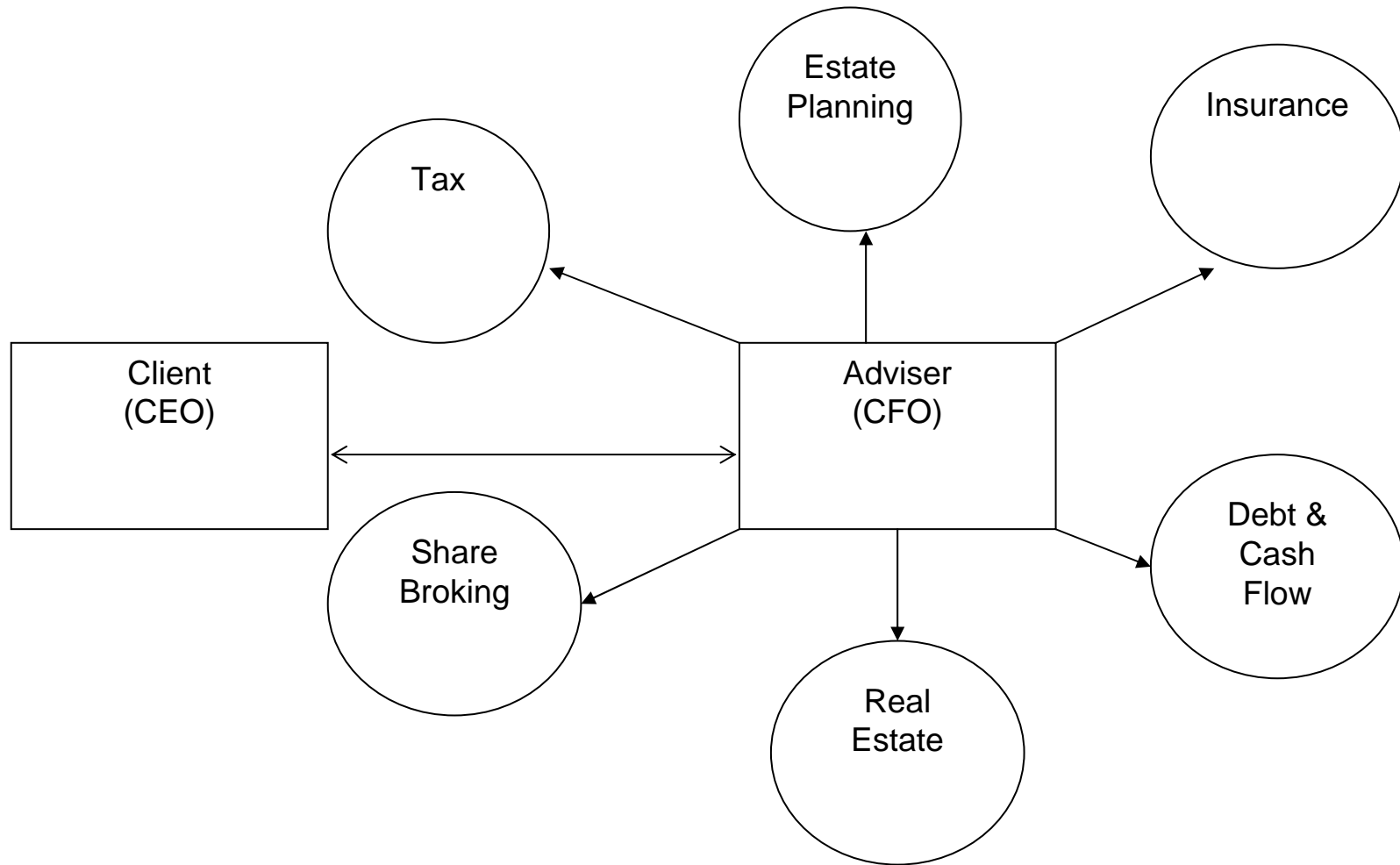


## Categories of Adviser

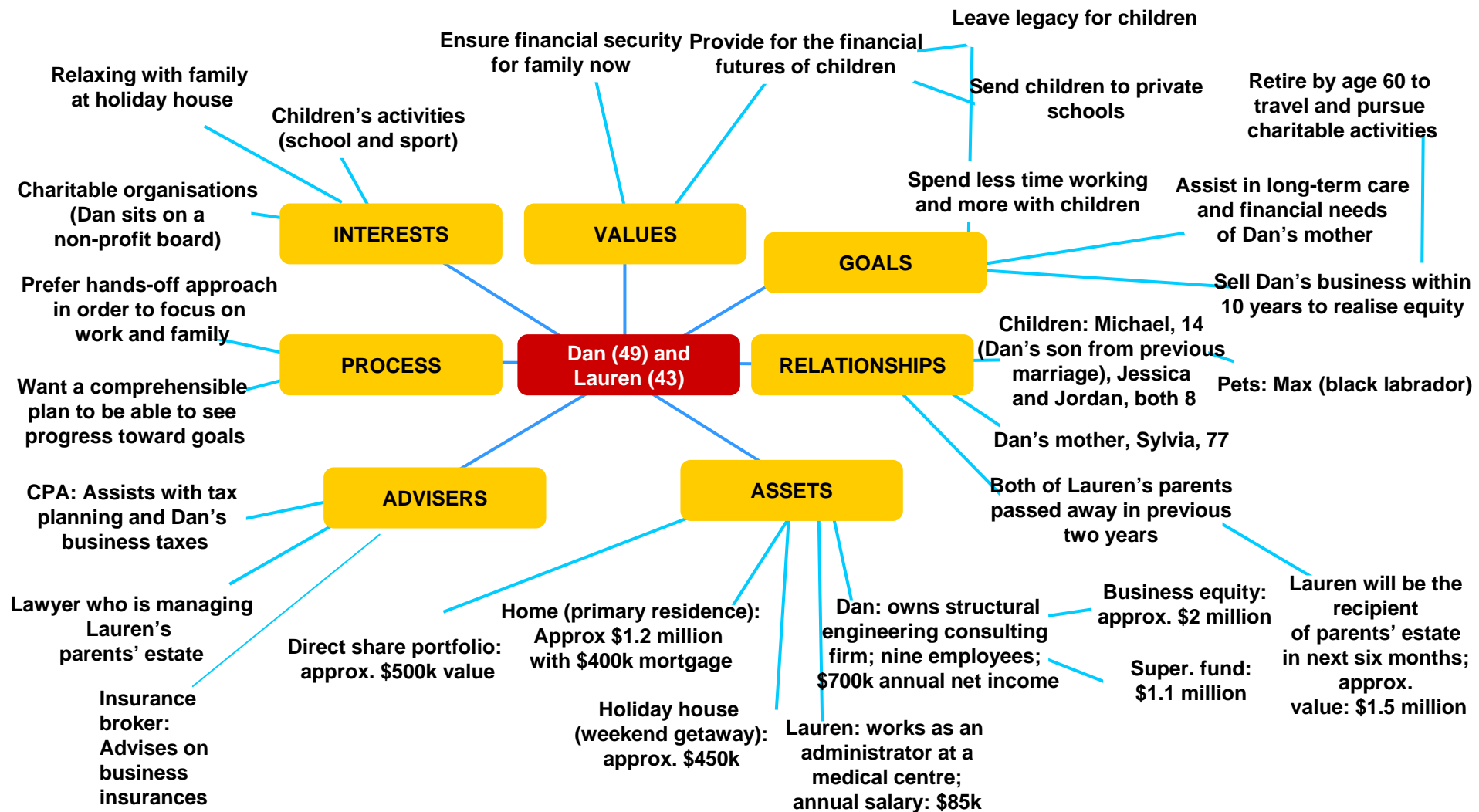
- Product or Situational Specialist
  - Investment Specialist
  - Wealth Manager
  - Personal CFO
- ↓



# The Project Manager Role









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# Pricing Muscles

Price Taker

v

Price Maker

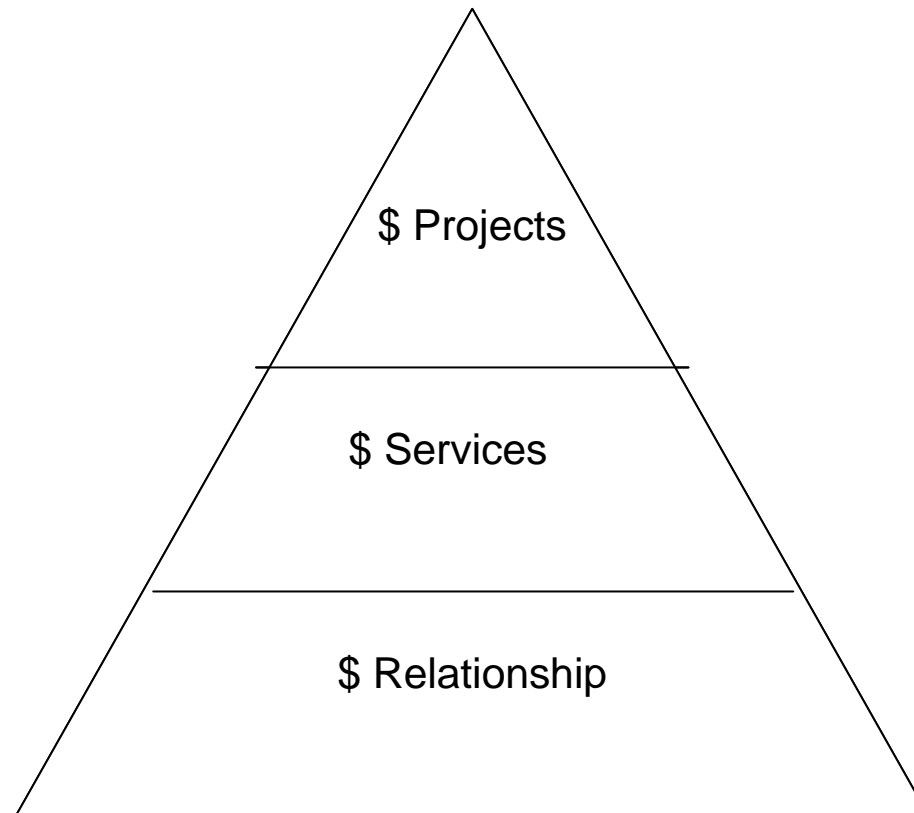




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# A Pricing Model





# Implications

- For Financial Advisers
- For Their Clients
- For Actuaries
  - Product Design
  - Financial Advice

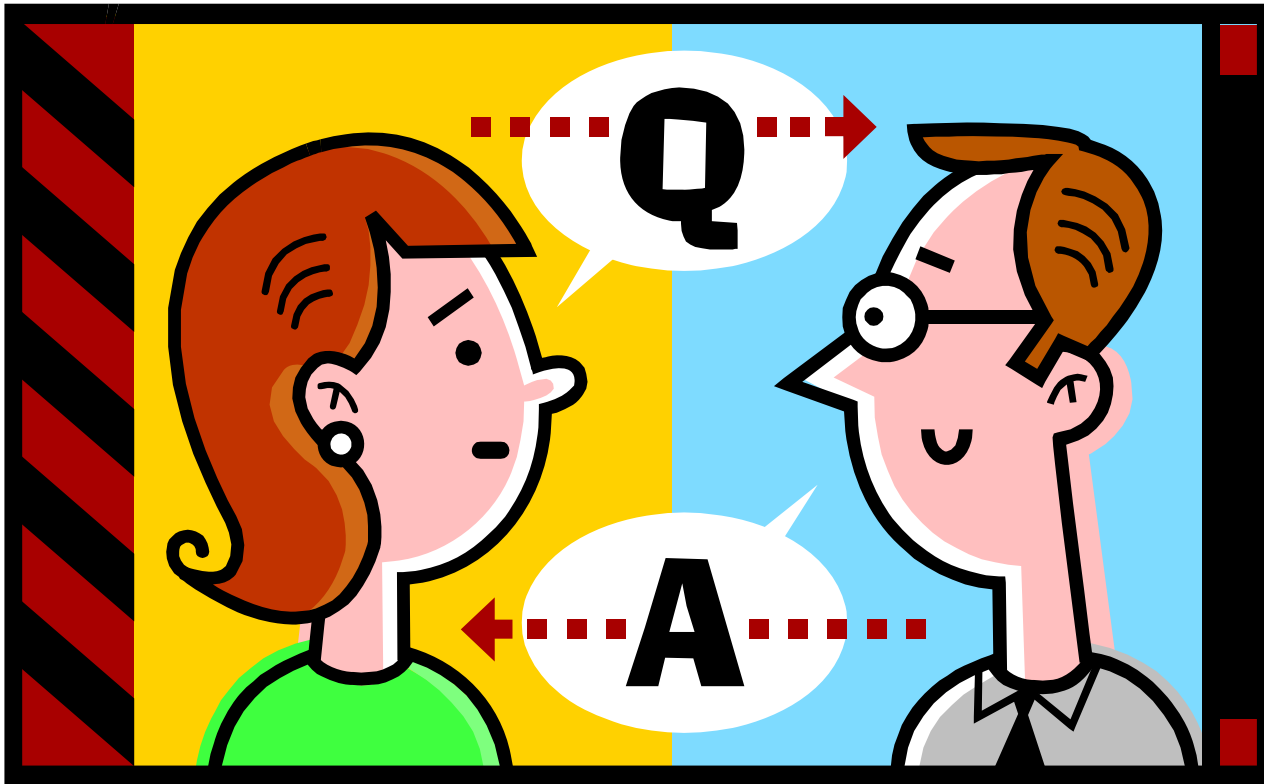




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## Questions & Comments





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