

Best practice

Awards highlight which financial planners have long-term prospects

The SA Best Practice of the Year (Sapoty) competition is now in its third year. The competition was designed to evaluate financial advisory businesses, not just in terms of the quality of their financial planning, but their sustainability and effectiveness as businesses.

The number of entries continues to grow. In the first year, 2007, there were 80 entries. This increased to 125 last year and 130 this year.

The top grade in the competition is super fit and while there were just three entries in this category in the first year, there were nine in both 2008 and 2009.

The main organiser of the event is Celestis, a practice management consultancy owned by Old Mutual.

The competition is confined to independent firms and excludes agents of franchises of the life offices as well as corporate brokers such as Citadel, Alexander Forbes and PSG-Konsult.

It is by no means an Old Mutual event

Confident **La'Machri**

La'Machri Financial Services has been in operation for just two years. The principal is Hermina Christina Langdon, who focuses on financial planning, retirement planning, business insurance, investment planning, estate planning and wills, home loans, group schemes and deceased estates.

The firm's values and objectives are reflected in everything that it does to enrich the quality of life of the people and community.

She believes in establishing and maintaining a valued relationship with client to address current and future needs.

"We achieve this through the continuous development of our staff, investing in technology and part-

nerships with service based financial institutions."

Langdon says that being chosen as a finalist means being recognised as a prominent, credible and responsive advisory body with unparalleled value as well as receiving credit for the dedication of the team, compliance procedures and systems implemented.

She says she can attract new clients with confidence, knowing the practice's service offering is aligned with the best in SA.

A challenge will be to maintain sustainable profitability in a changing environment as well as being able to adapt and strategically realign the business in preparation for the new FAIS Regulatory exams. ■

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