

Five minutes with a top adviser

# John Ellis

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**How did you get into financial advice?**

Following a successful career in accounting and financial control in the corporate world, I decided it was time to assist individual business owners with financial decisions.

**How would you characterise your main client types?**

The majority of my clients are business owners and operators predominately in the aviation industry, which grew out of my servicing clients in regional areas.

**How did you select this segment and what is your top tip for success in servicing their needs?**

I could see that the general aviation industry needed support in obtaining life insurance products. I also felt there was an opportunity to participate in the growth of this space in Australia based on the geographical spread of industries it services.

‘Value for money’ is the key driver for these clients both in product and advice.

**What is the main objection from these clients and how do you address this?**

Aviation operators are frustrated by mixed perceptions on the level of safety in their industry, which impacts on pricing of insurance products. With knowledge of their operations and constantly researching data I am able to provide insurers with information to make objective commercial decisions.

**How do referrals fit into your business model? What’s your top tip for building a successful referral network?**

Over the years I have invested a lot of time and money in supporting various aviation sectors, through attending conferences and industry courses. The result is an appreciation of the challenges they face and at the same time I become known to them.

**What are your views on the FoFA reforms?**

Politics aside, I am all for changes that improve standards of practice. As a CPA I had to ensure accounting standards were consistently applied. My main aim is to put the client first, and always do what is best for the client. Therefore, I support changes that improve integrity in our profession.

**Who do you think can have the biggest impact on uptake of insurance?**

In general, I feel insurance providers need to consistently review products to meet changes in the market. In the aviation sector, aircraft are now built to high levels of capability safety, which attracts more operators.

**Where do you see the biggest opportunity for your business in the next 12 months?**

I will continue to work with business owners and operators, and need to focus on an online presence. As you know, the shift in buyer’s attitudes to research and purchase products online, is more and more prevalent.

**Have you seen something being done overseas in relation to insurance that you think could be adopted in Australia?**

There appears to be more awareness of insurance companies in countries I have recently visited, namely Vietnam.

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**If you weren’t in finance, what career path would you choose?**

I have always been interested in accounting and finance and get tremendous satisfaction out of helping people, but, would have loved to be a V8 Supercar Driver.

**Biggest achievement in your career?**

I see building my business from the ground up on par with reaching the status of Fellow CPA as great achievements in my career so far.

**Biggest non-work related achievement?**

Aside from family and children, I am proud to say I have travelled most of Australia before venturing overseas.