



HNW investors' advice needs not being met



Over half of 1,600 high net worth investors surveyed in Australia feel their advice needs are not being met.

The Investment Trends November 2008 High Net Worth Investor Report found that 56 per cent of respondents with over \$1 million of investable assets have at least one area where they would like advice and are not receiving it. The survey revealed that these investors are looking for high quality, objective advice and some are frustrated at

what is available to them.

“This sector of the market represents a significant opportunity for investment professionals who are prepared to invest the time and effort to meet the diverse needs of this far from homogeneous group,” said principal of Investment Trends Mark Johnston.

“As investors review the performance of their investment portfolios over the last year and try to position themselves for an uncertain future, it will be those advisers who

have acted with integrity and who now show leadership that will be well placed, not only to take advantage of the current market environment but to establish reputations that will last well into the future.”

The survey, which was conducted between July and November 2008, revealed that over 50 per cent of investors who have over \$1 million in investable assets have experienced “significant” losses over that last year. Many respondents, however, see the market downturn as an opportunity – 38 per cent are actively buying assets that they believe are undervalued and 40 per cent are accumulating cash while waiting for the markets to calm down.

The report revealed that 59 per cent of high net worth respondents would like additional advice beyond what they are already receiving. In order of preference, high net worth investors want better timing of recommendations, better investment selection and better asset allocation. ♣