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## Perkovic pushes for FirstWrap market share

Tuesday, 22 June 2010 12:40pm

Nearly six months since joining Colonial First State, Marianne Perkovic, general manager of distribution, is expanding the reach of CFS' FirstWrap platform by hiring a new head of platform sales and targeting SMSF planners.

Perkovic said one of her key strategies for the FirstWrap platform, which has just under \$1 billion under advice, is to develop relationships with existing FirstChoice planning groups and also groups with accounting firm relationships.

"We're working trying to be more accommodating to self managed super funds (SMSFs) so we added the direct equities capability in March," she said.

Scott Durbin was promoted head of platform sales two weeks ago, she said, adding that one of his key roles is to promote and distribute FirstWrap.

Colonial First State has already had some success with the strategy, signing Guardian Financial Planning to the platform this month.

FirstWrap, previously known as the Avanteos platform, was ranked best full service platform in the Investment Trends Platform Report three years in a row from 2006.

Perkovic said the FirstWrap distribution strategy is to market the wrap's administration features.

"In the advice space I used to speak about platforms trying to be everything for advisers but what they really need to focus on is the administration," she said.

"Don't worry about all these other bells and whistles and what other people are focusing on, if we get the admin right it will be less of a pain for advisers."

**Michael Hobbs**

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This story was found at: <http://www.financialstandard.com.au/news/view/29099>

Printed: **Tuesday, 22 June 2010 6:20pm**