

# Media Release

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## Large IOOF-aligned advisory firm selects Matrix

IOOF-aligned financial advisory firm, Chelsea Wealth Management has signed on to join Matrix Planning Solutions, in a strategic move that will help the business enhance and broaden its value proposition, boost practice efficiencies and continue to grow.

A subsidiary of Police Bank Limited, Chelsea Wealth Management is currently licensed by IOOF-owned Bridges Financial Services. The NSW-based business employs 13 staff including six financial advisers, across three locations in Sydney, the Hunter region and the Central Coast.

Chelsea Wealth Management specialises in holistic strategic advice for retirees and pre-retirees. Through its relationship with Police Bank, it also serves individuals and families affiliated with the NSW and Tasmanian Police Forces, Australian Federal Police, Border Force and associated entities.

According to Rick Di Cristoforo, General Manager, Chelsea Wealth Management, the volume and pace of change in financial services makes it imperative for advice firms to partner with a strong, well-resourced and experienced licensee.

Mr Di Cristoforo said the tender process was broad and exhaustive.

“As part of our selection process, we looked closely at several licensees. We were clear about our objective to find the best partner to help us increase business efficiency, ensure the right systems and processes were in place and capture opportunities for growth,” he said.

“Matrix is one of Australia’s leading licensees. It has a vision, culture and values that are aligned to our own. We are committed to serving our clients, maintaining a high standard of excellence and continuous improvement, which is why we selected Matrix.”

Mr Andrew Rasby, Police Bank Executive General Manager – Retail, said the decision to appoint Matrix positioned Chelsea Wealth Management strongly to expand its offering to clients including Police Bank members.

“The team at Chelsea are focused on delivering quality advice outcomes and this new partnership ensures that they can continue adding value for clients and members to complement Police Bank’s high-quality offering,” he said.

Matrix Chief Executive Officer, Allison Dummett said Chelsea Wealth Management’s decision to partner with Matrix, after a competitive tender, reinforced the licensee’s superior offer.

“Over the past few years, Matrix has invested heavily in people, processes and technology to support our advisers to run more efficient practices and spend more time on business building activities, like seeing clients, and less time on administration,” she said.

“We are proud of our reputation for helping advisers to navigate regulatory and structural change, meet their ongoing regulatory requirements and better serve their clients.”

For more information, please contact:

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## **About Matrix Planning Solutions**

Established in 1999, Matrix is the licensing partner of choice for professional financial advisers.

The Group's financial advisers provide personal strategic advice on a broad range of issues including superannuation and investments, wealth protection, retirement planning and aged care.

Matrix Planning Solutions is a subsidiary of ClearView Wealth Limited (ASX: CVW).