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# TCA Financial Planners

your partners in financial planning



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TCA Financial Planners Pty Ltd, Tony Case, Ben Watts (Ben Watts (FP) Pty Ltd), Steve Brooke (Stephen Brooke (FP) Pty Ltd), Tracey Roberts (Tracey Roberts (FP) Pty Ltd) and Jaxon King (Jaxon King (FP) Pty Ltd) are Authorised Representatives and Credit Representatives of AMP Financial Planning Pty Limited, Australian Financial Services Licensee and Australian Credit Licensee, and all trade as TCA Financial Planners.

# Introducing TCA Financial Planners



Tony Case

**TONY CASE** can trace his financial planning foundations back to 1975 when he began his career after migrating from the UK in 1974. He is the founder and practice principal of **TCA Financial Planners Pty Ltd (TCA)**. Financial Planning, as it is known today, is an advice driven process that is primarily client focused and designed to make simple some very complex and often confusing concepts that many Australians tend to avoid dealing with. It is also a highly regulated industry. In Tony's view, everyone needs a financial planner at some stage - someone they can work with and trust, and who understands their goals, aspirations and financial planning needs. Making the complex simple, and affordable, is a valuable skill that is not as common as it should be, even among planners. However it is something Tony and his team believe passionately in providing their clients with.

Tony has seen great change in the past 40 years as financial planning has evolved into what it is today. His practice has been associated with AMP since 1987. In February 2001 a major heart attack stopped him in his tracks for an extended period of time. This event is covered in detail in our brochure "**Chronicle of a Heart Attack**", where Tony tells his story and extols the incredible benefits of being adequately insured. In early 2005 Tony and Kate moved from Tamworth to Brisbane to make a fresh start after several challenging years of recovery, and in 2006 TCA purchased their Cleveland House office premises.

**TCA** is a successful financial planning practice by any standards, populated with a high content of very satisfied clients, as evidenced by the fact that around a third of all new business we do comes from people referred to us by existing clients. We are also a high performing practice recognised as sitting in the top 10% of AMPFP practices nationally. This enviable position could not be maintained consistently over many years without the able partnership of our planners and our excellent office support staff.



Ben Watts

**Ben Watts** joined **TCA** as a Financial Planner in 2010. Ben is Tony's son-in-law and had a remarkable start to his career, being awarded the **AMP New Planner of the Year Award** for QLD in 2012 - a well deserved honour in our view. He has an easy going manner, and is a professional and passionate advocate for his clients.

With business succession in mind, Ben purchased part of Tony's practice in 2014, and plans to be more involved in running the practice as Tony decides to slow down a little after 40 years, although this isn't something he is seriously considering yet. On the contrary, TCA's business footprint expanded in 2013, bringing on board Steve Brookes and Tracey Roberts to represent TCA on the Gold Coast, and again in 2015 when Jaxon King joined us, based in Brisbane. Ben is very much involved in such decisions as plans continue to further extend the TCA brand into other areas. By joining forces with other high quality planners under the TCA banner we see this as an opportunity to consolidate our back office processes and to gain some real cost efficiencies for our clients.

All our planners are upgrading their financial planning tertiary studies as the industry moves to higher educational standards for all planners. Education is only one small part of what makes a good planner. Good people skills, product knowledge, and an ability to listen and come up with sound financial advice isn't something learned anywhere else but on the job, looking after people every day, speaking language they understand and can relate to. The TCA environment embeds our own training and support for all our planners in addition to that offered by our licensee or the wider financial planning community. It's what makes us who we are. We don't just strive to be the best, we believe we are pretty close to being there already.

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**Steve Brooke** and **Tracey Roberts** joined TCA in 2013 and work from the Gold Coast. They work closely together from the same office to ensure greater efficiencies and better service options for all their clients.



**Steve Brooke**

**Steve** has been in financial services for over 27 years, initially within the finance and banking sector, operating his own Mortgage Broking business. He upgraded his qualifications in September 2010 and joined AMP as a financial planner in February 2011. He and Tracey then opened their Gold Coast office, merging with **TCA Financial Planners** in June 2013.

Steve is an excellent and knowledgeable communicator who enjoys helping his clients to achieve their financial goals.



**Tracey Roberts**

**Tracey** has been involved in financial services in Australia and the UK since 1993. Having migrated to the Gold Coast in 1997 she became a Financial Planner in 2008 and in 2011 joined AMP Financial Planning, forming a partnership with Steve Brooke and merging with TCA in 2013.

Having lost her mother to cancer at age 12 and a brother-in-law to a brain haemorrhage Tracey is a strong advocate for adequate personal insurance as well as effective investment planning for the future.



**Jaxon King**

**Jaxon** joined TCA in 2015 and is located on Brisbane's Northside. He has been a financial planner with AMP for 2 years and in the industry for 9 years. He was the youngest ever graduate from the MLC Adviser Scholarship program in 2012 where he completed his Advanced Diploma in Financial Services.

He is passionate about ongoing education and is currently completing a Masters In Finance. As the youngest member of TCA, Jaxon is well placed to help young professionals and families achieve their financial goals.



**All TCA Financial Planners** identify with our business ethos, ethical standards, business aims and client service processes. They are licensed and qualified to assist clients in determining the best solutions to their financial planning needs, as detailed in our Financial Services Guide (FSG).

In a challenging financial planning world, we believe the future of financial advice, and therefore TCA, is very bright indeed. We have a great planning team, and a fantastic back office team to support them and our clients. Our commitment has always been that the client comes first and foremost, and this is supported by the extraordinary level of client referrals we receive. We very much appreciate and welcome these client referrals. We believe they stem from the value we add to our client's lives and our excellent service processes.

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### Why Do You Need A Financial Planner?

Today's financial markets are complex and ever changing. When superannuation, insurance or investment issues there are so many choices requiring access to independent research and specialised knowledge about investment strategies and insurance risk that it can be confusing. Without a financial planner you take this risk upon yourself alone.

A financial planner has a legal duty to represent your best interest at all times.

### How Will You Benefit?

By working closely together we can provide you with:

- knowledgeable advice
- a financial plan specifically designed for you
- recommendations on tax effective investments
- strategies to balance investment risk and return
- comprehensive risk insurance advice
- advice on matters specific to your financial situation, objectives and needs
- ongoing portfolio review and management

# Contact Us ...



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**TCA Financial Planners (TCA)** have been providing financial planning advice solutions to our clients for four decades. If experience is what you are looking for, we certainly have it. We have also been a consistent award winner over this period, something of which we are justifiably proud.

All our planners are qualified and licensed to provide you with quality advice in a wide range of financial areas, whatever your current situation. Please refer our Website, where you can also find our Financial Service Guide (FSG) which further outlines our qualifications and advice accreditations. Whether you need to review your investments, superannuation, retirement situation or insurance needs, we can help you.

**TCA** has a history of developing excellent working relationships with clients to provide comprehensive or specifically scoped and affordable financial advice based on your individual needs and goals. In this complex and every changing financial landscape in which we all live, everyone needs a financial planner at some point, and the sooner people make that important connection the better prepared they will be.

Any advice contained in this document is of a general nature only and does not constitute personal financial advice. In preparing the advice no account was taken of the objectives, financial situation or needs of any particular person. Therefore, before making any decision, readers should consider the appropriateness of any advice with regard to their particular objectives, financial situation and needs.