



MEDIA RELEASE

SEQUAL and FPA Launch Financial Planner Equity Release Program

Sydney, 18 August 2008 – SEQUAL and the Financial Planning Association (FPA) have announced a professional development program designed to ensure that Financial Planners are well placed to advise clients on Reverse Mortgages.

Developed by SEQUAL and endorsed by the FPA, the SEQUAL Financial Planner Equity Release Program has been designed to meet the needs of senior Australians as they confront the three primary phases of retirement: the transition into retirement, living well in retirement and meeting the challenge of aged care.

“With the growing importance of equity release as a retirement financial planning tool, SEQUAL welcomes this opportunity to work with FPA Members who play a critical role in ensuring that retirees are able to make fully informed decisions,” said Kevin Conlon, CEO, SEQUAL.

“The launch of the SEQUAL Financial Planner Program provides the opportunity for financial planners to actively participate in the rapidly growing Equity Release market. The program is designed to focus on the role of the financial adviser in developing appropriate client strategies and providing reliable advice.”

The new program, reinforces the FPA Guidance Note for advising on Reverse Mortgages and qualifies for CPD allocation. It looks at specific strategies for professionals by working through regulation, financial calculations and compares alternative strategies for reverse mortgage in financial planning in an intensive four hour workshop or online.

“Financial planners are increasingly providing advice to senior Australians as they approach the end of their working lives and this new program reinforces the FPA’s commitment to ensuring that its members are well equipped to provide advice,” said Jo-Anne Bloch, CEO, FPA.

“Care needs to be taken when advising clients on these products, and it is vital that our members are provided with the right sort of training and support to maximize outcomes for their clients,” Ms Bloch added.

According to Kevin Conlon, “Many senior Australians approaching retirement are poorly prepared for that stage of their lives yet they can expect to live longer than any generation before them and they intend to live well.”

“The good news is that this generation has accumulated significant personal wealth through property ownership and this may provide the solution.”



The FPA and SEQUAL have combined their efforts to produce a program that delivers practical outcomes in terms of the application of advice to equity release transactions.

“SEQUAL strongly encourages consumers to seek reliable, professional financial advice to ensure that they make informed decisions regarding Equity Release strategies,” confirmed Conlon.

The initial series of SEQUAL Financial Planner Program workshops will be conducted in Sydney, Melbourne and Brisbane during September 2008 and will then be offered nationally.

An On Line Course option will also be offered to extend the reach of the program throughout Australia. For further details and to register for the SEQUAL Financial Planner Equity Release Program, visit www.SEQUALeducation.com.au or www.fpa.asn.au.

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