# SentinelWealth

## Candidate Introduction

# Key Facts

- **20 years** in business
- **Privately** owned and **self-licensed**
- Highly experienced advice team
- Premium firm competing with the best
- Servicing high-net worth affluent **retail** clients and ultra-high net worth **wholesale** clients
- **Holistic advice** and a capability to deal with high levels of complexity (various entities, cross border issues, intergenerational and succession planning etc)
- Well **thought through business strategy** with a **growth path** and **tangible** action and progress over the past 2-3 year.
- Continuous evolution of the business – **never stagnant**
- Extreme focus on **ethics and avoidance of bias** in all respects – the firm have never taken commissions or kick-backs from anyone (even prior to regulation changes)
- **Well-regarded** in the industry
- **Boutique firm** but not too large or small – **team of 15-20**
- Average client tenure with the firm of **over 10 years**
- We **don’t do one off advice** – everyone joins to stay and relationships with people are what we are all about
- We do things **properly to a high standard** (and we really mean that)

# What we are like and who suits us best

**We enjoy challenges and expect personal growth**

We are a firm that is suited to people who enjoy challenges, who hold high expectations of themselves and thrive on 'seeing something that may be scary or new to them and grabbing it anyway' (as our CSO put it). People with high levels of humility combined with personal drive thrive on our team.

**We acknowledge that growth comes from pushing through discomfort and welcome direct feedback to enable growth**

We work well with people who are ok with direct feedback on how they can improve and who provide direct feedback in the right way to us. These are the people who value it and act on it and who provide their own constructive feedback to others for the 'greater good' of us, our clients and the business. We are not a place for people who just want to chill or cruise. We are extremely supportive of people who show the right desire, take initiative, who show proactivity and the right intent. We do accept that people have strengths and weaknesses and imperfections, and we go out of our way to support people who want to leverage their strengths and properly manage their weaknesses.

**We are not about success at all costs, and we recognise different levels of ambition. However, there is a common thread of high standards across everyone in our team.**

We aren't a group of people who are all success hungry high performers, and we have team members with various life aspirations. What has been common amongst people who have been successful here is a growth mindset, curiosity, proactivity and desire to deliver outcomes to a high standard whether that's in how an email is written, how clients are greeted at the door or the quality of advice we provide.

**We expect and enable everyone in our team to stop and think about what they're doing, no matter how senior or junior.**

Thinking things through is important to us. To think deeper, to think more broadly, to go beyond simply rolling out what might be common or like what has been done before. We see danger in mindless activity and 'cookie cutter' habits. No one in our team is simply a 'processor', right down to our CSO who may produce many similar documents each month but will query the Associates or even General Manager if something looks strange after considering the bigger picture (this is a reality and not a wishful statement).

**We are collegiate and not political**

We don't tolerate politics, and our culture is not one that is political. Everyone has the right to speak their mind and knows that the implications of that will be positive. The Leaders of SentinelWealth place great emphasis on listening to the observations, ideas and feedback from everyone in the team and taking or empowering prompt action to create improvements within the broader set of priorities.

# What we offer

- **Flexibility** – We have 2 work from days per week. Our hybrid model combines the best of both worlds. We only have client meetings 3 days per week and everyone is in the office on those days, creating a collaborate and social environment. On Monday and Wednesday, we have 'prep' days where people often work from home and have focus time.

- **Top quartile salaries** – Our salaries are set within the top quartile of the industry.

- **Pathways to equity and progression**

- **Well defined bonus structures** – We have well defined bonus structures for our Adviser and Associate roles that balance contribution to business growth, quality of advice, positive team interactions and contributions, compliance and service standards. There is no 'black box' and the measures are all clear and available with examples. We have built real time reporting that everyone in the firm can access that allows each person to view key statistics.

- **Sydney CBD Office in great location with harbour views –** modern fit out and equipment with more improvements to come

- **Hybrid Team structure** - Advisers and Associates own their own clients but can work with multiple team members. Associates receive experience from multiple Advisers. Not a 'pool' model with limited client relationship building opportunity and not a 'pod' model where Associates only work under one Adviser.

- **Structured and frequent training** – Training every Wednesday morning, ad hoc sessions, internal and external

- **A genuine culture and framework for everyone to contribute to the business evolution** - strategy, process change ideas, service development, technology improvement, etc

- **A supportive environment** – We simply do not have any politics. Anyone can ask anyone else anything they like. We have a team who loves to help and train others.

- **You will grow!** – We do more than encourage personal growth, we expect it

- **A unique approach and philosophy** – We go well beyond the scope of most financial planners and look at a person's life from more angles (mindset, beliefs, psychology, vision). You can go through our process as a client for free as a Team member.

- **Social events, including conferences away every six months** – work on company planning and strategy, key improvements, activities (quad biking on sand dunes, indoor sky diving, kayaking, chartering a yacht together)

# Recruitment Process

We are thorough in our process, and we take our team very seriously. We seek to understand who you are and your raw abilities and attitudes rather than just what you can do now.

The below process is adapted to suit the specific role in question.

1. **Introduction Interview 1**
   - Your career background
   - Who we are as a firm
   - Ideal role and work
   - Why SentinelWealth
   - Other key questions

2. **At home job related exercises**
   - Strategy knowledge
   - Investment knowledge
   - Advice execution
   - Written communication

3. **Interview 2**
   - Culture fit
   - Further details on role
   - Further details on company, strategy, etc
   - Insight into work analysis from other in the role (where they spend time)

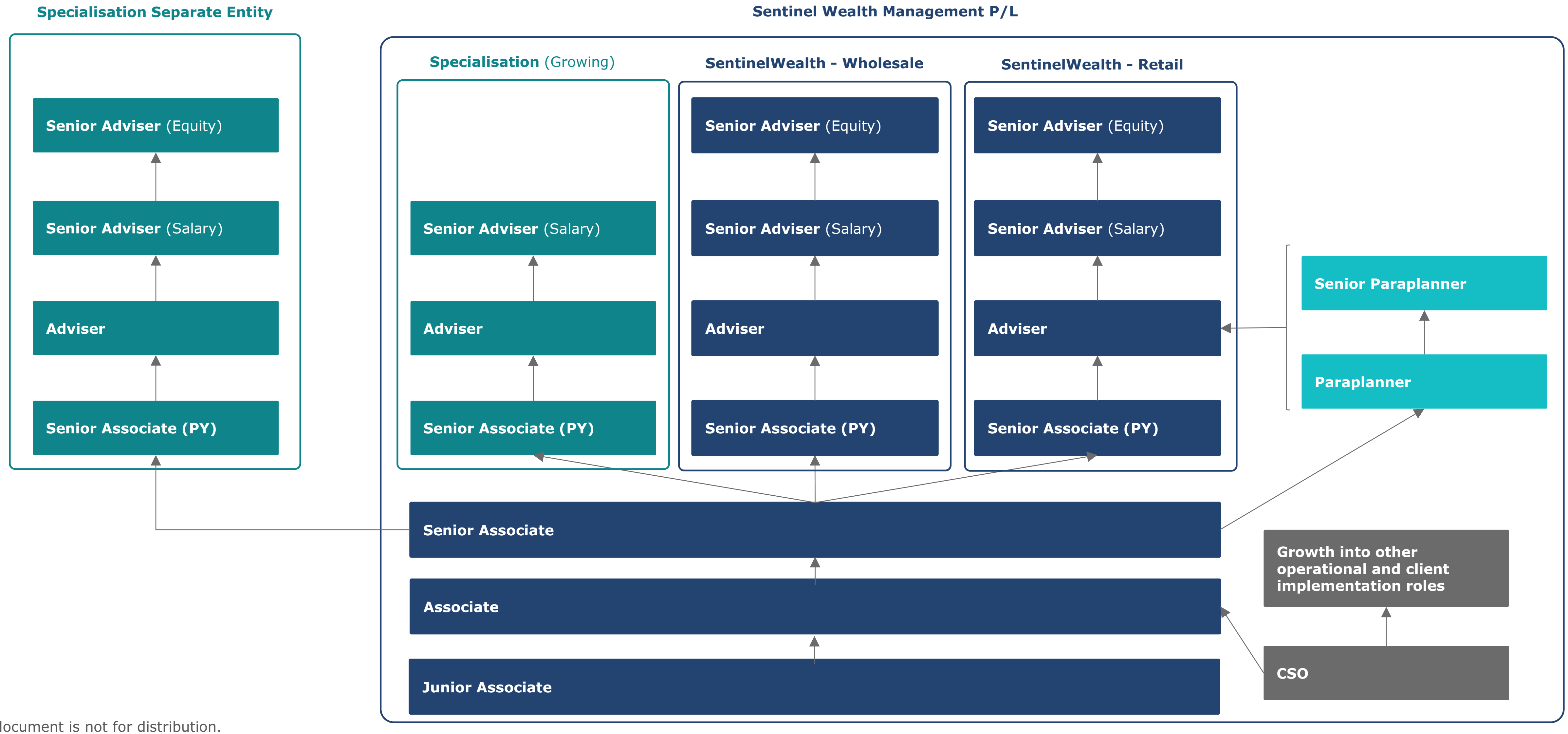
4. **Online aptitude and personality exercises**
   - External specialist firm provide link for at home exercises

5. **Meet others in the team + References**
   - ‘Open book’ opportunity to ask other what they like/dislike about the role, business etc.
   - Reference checking

6. **Offer**

# Career Pathways

We have a unique pathway to owning a part of a business that you help create or part of the core SentinelWealth. We help people develop specialisation where they become one of the best in the country at serving a specific group of clients if they wish. Alternatively, advisers may prefer to work with a wider variety of clients.




This document is not for distribution.

SENTINEL WEALTH

# Career Pathways

While we have a core career path for Advice roles, there are other pathways to positions that may be in addition to the core roles or may be standalone expert roles.

**Investment Committee Member**

Sit on the Investment Committee and evaluate and approve changes to SWM portfolios, approved products list, SMAs etc.

**Visioning / Deep Motivators / Goal Setting Expert and Facilitator**

Running Visioning meetings with all clients, helping them uncover and align to their deep motivators, dealing with money beliefs, structuring life goals etc.

**Practice Support Manager**

Problem solving and project work around tech, HR, compliance, processes and more.

**Compliance Committee Member**

Attend Compliance Committee meetings, ensure SWM AFSL is compliant.

**Implementation manager**

Ensuring all new clients are implemented properly.

**Head of Growth and Relationships**

Beating the drum on new business, marketing, being across and smoothing out client relationship issues, managing and advising on transitions.

**Responsible Manager**

Be legally accountable to the proper management of the business with respect to compliance.

**Associate Lead**

Lead and Manage the Associate Team, being across capacity issues, bottlenecks, performance issues etc.

**General Manager**

Ensuring the smooth day-to-day operations of the business, leading the strategic development and execution, building and managing the Team, maintaining finances and various other operating responsibilities.

**Other evolving operational roles**