



5ELK

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Is the outsourcing solution for
financial planning professionals
looking for scale, growth and
increased profitability.



5elk.com.au



DO WORK YOU LOVE

Running a financial advice business is hard. There are clients to see, advice to give, and a back-office to run.

But the joy you get from helping clients can quickly get buried under piles of paperwork and a never-ending to-do list.

You feel like a hamster in a wheel.

I know because I've been there. I've tried to push through it, and work around it. I've tried to drag a team along with me, continuing to do the same work - just more, and more and more of it.

Until one day, I looked deeply and strategically at our business, and decided to make a change.

I examined our processes and matched the skills and interests of our team with the job to be done.

I built a highly skilled international team that helped our business thrive.

In 18 months, I eliminated dependence within the business and freed up my head space to work on strategic projects... and my tennis game.

Our team was now doing the work that excited them. They were learning more, progressing faster, happier and more engaged.

And most importantly, I had more capacity to deliver exceptional outcomes for our clients.

This path to success wasn't easy. In fact, it was slow and quite frustrating.

And that's why I created 5 ELK - an outsourcing solution for financial planning professionals looking for scale, growth and increased profitability - without all the headaches along the way.

Danielle Cornelissen
Danielle Cornelissen
Founder 5 ELK

Fast Facts

Five offices in the
Philippines

Over 200 university-
educated team
members

Supporting over 100
advice businesses

“Focus on what brings your clients the most value and outsource the rest. It's the only way to grow your business.”

- Danielle Cornelissen

As seen in

THE ADVICE
MOVEMENT





Imagine if you had a team who could save you **time**, **money** and **your sanity**.

We strip back your workload so that you can concentrate on the more important tasks that **impact your bottom line**.

We save you valuable time and money - **crucial resources that can be better spent** developing your strategic advice partnerships, wooing clients and growing your business.

With **5 ELK**, you can create an international team to enhance your advice offer, keeping you ahead of the game without adding to your workload.

COST ANALYSIS

When analysing the cost of any hiring decision, you need to consider both the salary you'll be paying, as well as the extra direct and indirect cost of employing a new team member.

At 5 ELK, we take care of these 'extra costs' on your behalf, meaning you have month-to-month certainty of what your team member will be costing your business.

We've crunched the numbers for you and as you'll see, the economics of a 5 ELK team member are pretty compelling.



Total employment cost

Administrative Role

Salary Administration Role \$51k - \$71k	\$61,000
Superannuation 10% of salary	\$6,100
Payroll Tax 4.85% of salary plus super	\$3,254
Workers Compensation 1.27% of Salary	\$853
Long Service Leave Allowance of 2% of Salary	\$1,220
Annual Leave Loading	\$820
<hr/>	
Total Employee Benefit	\$73,247
PLUS Additional Seat/Admin Costs: estimated 20% i.e office space, computer, training, phones etc.	
	\$14,649
<hr/>	
Total Annual Employment Cost	\$87,896



Not to mention the **recruitment costs** which based on a salary of \$61,000 you could expect to pay approx. **\$12,500**

*As per 5 ELK Terms and Conditions (2021)

Source:
Hays Salary Guide 2021/2022

21 JOBS YOU DON'T HAVE TO DO

We all know that there are some tasks that we are just not good at or we are put off because they don't inspire us. In fact, spending time doing some of **these jobs could be inadvertently sabotaging your business** rather than helping it thrive.

The opportunities for outsourcing are endless; anything that is not client facing should be outsourced.

Here are **21 time and energy consuming tasks** where you won't see a great return on investment...EVER.

DISCOVERY MEETING

1. Prepare documentation
2. Tailor presentations
3. Set client up
4. Transcribe voice recorded file notes
5. Set and allocate tasks

RESEARCH & ADVICE PREPARATION

1. Update fact find into CRM
2. Obtain information from third parties (external super funds, banks and/ or Centrelink)
3. Wealth solver (or equivalent)
4. Risk Researcher (or equivalent)
5. Prepare insurance quotes

ADVICE RECOMMENDATIONS

1. Format SOA
2. Prepare draft application forms
3. Implementation of recommendations
4. Revenue tracking

ONGOING ADVICE

1. Create reverse fact find (Client profile)
2. Prepare portfolio reports
3. Uploading and generating IFSA requirements
4. Preparing service agreements and FDS

PROACTIVE ACTIVITIES

1. Anniversary and retention followup
2. Budgeting programs for clients (set-up, bank reconciliations and reporting)
3. Xero for business-tracking (accounts payable, bank reconciliations and reporting)

ACTION PLAN FOR SUCCESS

Outsourcing will redefine how you do business and supercharge your productivity. However, it can be daunting knowing where to start.

5 ELK is here to help you get your business outsource ready and prepared to take on the world. We will hold your hand through the transition process and keep tabs on your progress along the way.



THE SETUP

To ensure that your 5 ELK team member can perform at their very best, we provide them with a fully equipped workstation, including a PC with the following capabilities:

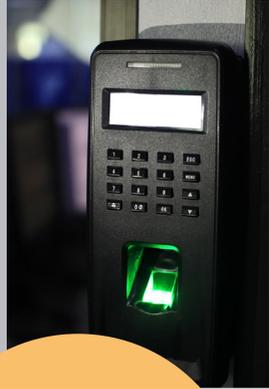
- 7th Gen core i3 Processor
- Amazon Workspace
- DNS (5 ELK Server)
- 1TB HDD
- Asus Motherboard
- 19" Dual LCD Monitors
- A4 Tech HD 1080P Webcam
- GeForce GPU (video Card)
- Windows 10 Pro (with licence)
- Cisco provided network and firewall
- Two (2) internet service providers (one for backup)

SECURITY MATTERS

The risk of sensitive information being compromised is real for any business regardless of whether they outsource, use a cloud solution or host their data locally.

Our security standards are world-class, and are a key differentiator from our competitors.

We understand that client data privacy and security is critical for any advice business.



We have taken a number of steps to ensure the security of your data, including:

- Completing due diligence and background checks upon recruitment
- Supervising all staff in a dedicated work area that requires security access
- Using specialist password protection software so that we never require your external log-in details.
- No printers or USB ports are connected to our PC terminals and use of portable devices such as smartphones or iPads are prohibited from the designated workspaces, restricting downloads
- Surveillance software that can be used to track activities and emails

THE COSTS INVOLVED

It's important to us that you are 100% clear on all costs before you get started, so there are no nasty surprises in future. As well as taking care of your business, we want to take care of your VA and other remote staff. After all, a happy and comfortable team member performs at their best and stays around for longer.

Stage 1 Kickstarter

In this stage we:

- Get your team and your business 'outsourced ready'
- Interview and shortlist suitable team members for your role
- Recruit and induct your new team member
- Document your processes and procedures
- Comprehensively train your new team member

ONE-OFF

2 installments of

\$1,850 plus gst

Stage 2 Ongoing

Your ongoing relationship with 5 ELK covers:

- Your team member's salary
- The equipment and office setup (see page 7)
- Security measures and onsite IT (see page 7)
- Ongoing management and monthly training of your team member
- Other team member perks e.g. onsite nurse, private health insurance
- A dedicated senior point of contact for your business
- The opportunity for a monthly Pulse Check meeting (optional)

MONTHLY

Full-time \$2,700 plus gst

Part-time \$1,700 plus gst

WHY CHOOSE 5 ELK?

1) We will intimately understand your business

Our speciality is Financial Services, so we know the systems, structures and challenges that are unique to your world. Our thorough onboarding process allows us to understand your processes and help define your new team member's exact role, meaning you avoid wasting money on a team member who lacks clarity.

2) You'll have your own dedicated team member

By developing and nurturing a relationship with a team member over time, you'll be able to train them in your way of doing things and generate an ever-increasing return on the time you invest in them.

3) We'll keep investing in your team member

Our structured training program ensures your team member's skills keep growing along with their value to your business. We also provide our team with extra benefits such as free private health insurance for themselves and a dependent, a personal trainer and an in-house nutritionist. A happy, healthy and comfortable team member performs at their best and stays around for longer.

4) We take your security very seriously

Privacy and security are critical for an advice business. Through rigorous staff background checks, sophisticated surveillance measures, secure password management and world-class web servers, we protect your business and minimise the risks of outsourcing. We also have onsite IT, meaning that 'system downtime' is minimised.

5) You're buying a relationship, not a transaction

We won't be 'sailing into the sunset' once your team member starts in your business. Our regular check-ins will help address training gaps and solve problems, ensuring that your team member is constantly adding value to your business.

CLIENT STORIES

Before we started with 5 ELK, we were bogged down in mundane, monotonous tasks and missing opportunities to grow - this was a big frustration!

5 ELK helped us streamline our systems and processes and remove ourselves from the grunt work, much quicker than we expected. This has allowed us to scale up and employ more income-generating staff, which has had a profound effect on our bottom line. None of it would have ever been possible without the support of the team at 5 ELK.

If you're on the fence, if you're even thinking about it, you're probably six to twelve months too late. It's time to get started now.

- James Millard, Sufficient Funds



I am completely loving the outsourcing solution offered by 5 ELK. I had a long-term valued team member suddenly leave which naturally left quite a big hole in my practice. I immediately called 5 ELK begging for help and they answered. They recruited and trained a lovely new team member for me who has now taken over many of the tasks and at a fraction of the cost, allowing me to put on a new adviser to further grow my business. They took all the pressure of training off me and found someone that truly suits how we do business. The ongoing education options for the staff is also brilliant and super helpful. I can't recommend Danielle and the team enough. And I hope to get to the Philippines at some stage to meet our lovely new team member.

- Amanda Cassar, Wealth Planning Partners

What an amazing outsourcing solution! Danielle's care of her team and their professionalism is second to none. My staff member Desiree was personally recruited according to my personality and business needs, was given a full month's training before she started with me, and she hit the ground running. She's so thorough and accurate and an absolute delight to work with. I recently spent a week with Danielle, Desiree, Maria and the team at 5 ELK in Cebu and I'm not sure there is anything that they can't do. Administration, IT, cyber security, websites, social media, client presentation, podcasts, online training programs, videos, editing... 5 ELK will tailor an outsourcing solution to suit your business needs.

If you want a professional outsourcing solution and the support of the team who genuinely cares about the health and wellbeing of your staff member, then look no further. Great people helping and supporting great people is what Danielle Cornelissen and 5 ELK is ALL ABOUT. Feel free to give me a call if you'd like to know more.

- Nicole Heales, Nicole Heales Financial



Elks are one of the most resilient mammals on earth. They survive in new environments.

They're incredibly adaptive to change.

Good businesses do the same. They adjust, transform, rework and reorganise.

Those that don't quickly become extinct.

Is it time for your business to evolve?



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