

## Financial planning for business owners: how much is enough?

Tony is a successful businessman, with a group of pharmacies and a string of other investments under his belt. As he neared 50, Tony decided it was time to take stock. How could he set himself up for the next phase in his life? And to do that, he knew he'd need expert help.

### Why Tony chose Allegra

"I like to think I'm a reasonably astute businessman," says Tony. "But that doesn't mean I have all the tools for winding out of a business, or managing the tax advantages of super – you need a certain expertise to advise on that. "

"A lot of business people don't know what they don't know. They could do things a lot smarter and make their own lives easier if they used someone like Grant to advise them."

As Tony assessed different financial planners, independence of advice was a decisive factor. Allegra is strictly fee-for-service, which gave Tony confidence in our integrity. "I just want to pay someone for their advice, and never feel that they're suggesting an option for any reason other than my benefit."

### How we helped

We started with two big questions for Tony: what kind of life do you want to lead, and how much money do you need to support that life? Once we knew how much was enough, we could arrange Tony's finances to meet that goal.

"Some people enjoy wealth for the sake of being rich, and there's nothing wrong with that," says Tony. "Other people want to work towards a certain lifestyle, and I'm more in that category. I want to be an 85 year-old who's enjoyed life and seen a bit of the world."

Next we set about rationalising Tony's investments to align to his goals.

When Tony came to us, his investments were getting out of hand. He had a share in a group of pharmacies, a handful of direct shares, some real estate, and a few speculative ventures with friends. "Those came out of plans drawn on the back of an envelope," said Tony. "They seemed like a good idea at the time."

### The difference we made

With our advice, Tony sold of most of those more speculative investments, and reallocated the money to a more planned portfolio: one that stood a better chance of performing well, was easier to keep track of, but still maintained some diversity.

There were some pleasant surprises for Tony along the way.

Out of our analysis, Tony realised he was actually very close to being able to retire comfortably. He decided to keep working for the time being, but this realisation gave him the freedom to reclaim some work-life balance. He could scale back his involvement in the business and still be financially secure. The best proof of a satisfied customer comes from a referral — even more so when it's for someone close to us. Tony trusted us enough to recommended Allegra to his mother, to manage her finances. "Grant treats her as a person in her own right," Tony says. "It's good to have someone who knows who you are when you call them up, and does what they say they're going to do."