



SISFA'S New Marketing Initiative

SISFA is on the move..... strengthening and building an organization like SISFA takes initiative and resources.

SISFA was formed in 1998 to provide information, support and services to trustees of SMSFs and indeed small APRA funds.

SISFA recently released a new type of membership called a SISFA Trustee Member which incorporates services and support, by way of protection, not found through any other organization in Australia.

BUT the people it is designed for.... The SMSF trustees, don't know anything about it!!!

SO... SISFA has shown the Trustee Membership package to selected Insurance Brokers through out Australia who have come back and said,

"What a great product we want and need to offer it to our clients" (the product being SISFA Trustee Membership).

"We have an absolute professional obligation to communicate to our clients that this protection is now available"

SISFA is in the process of appointing and authorizing Insurance Brokers throughout Australia to sell the SISFA Trustee membership.

Many of these Brokers will be working with associated accounting firms in particular regions and capital cities.

The Insurance Brokers understand that it is a sales and awareness' process to get SMSF Trustees to join SISFA.

As a SISFA Practitioner Member you may have an associated Insurance Broker that you work with?

If you do, let us know and get the Broker to contact us or we will contact them and set them up so they too can be authorized to sell the SISFA Trustee Membership and benefits to the trustees of SMSFs. If you don't have an insurance broker relationship, we can appoint one that fits your business for you.

We are working our way throughout Australia and the response has been outstanding.....

From the Brokers.... "We know that there is other audit insurance out in the market, but this product is so much better!" of course it is! because it is so much more than insurance... it is SISFA Trustee Membership with many benefits. and it is priced comparable to that of just stand-alone audit insurance.

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