

# Acquisition and Succession Testimonials



*“Through the support of DKN, we have successfully transitioned our business from the previous owner to what is now a very different business model. DKN have provided us with key insights into current industry issues which has helped to benchmark our performance with our industry peers. With the usage of their Catalyst program it has allowed us to objectively review and alter our business model to ensure efficiencies and improved profitability in both front and back office procedures.*

*The assistance provided through DKN was not only invaluable for the initial purchase, but also, and more importantly, the ongoing relationship to strengthen our client proposition. The approach of DKN has been a great complement to our business allowing us to run our business with a great deal of autonomy, but having access to input and ideas where required.*

*Any business considering a succession strategy or growth phase of their business would be wise to leverage off the services of DKN to ensure any such transition is executed in a logical, efficient and profitable manner.”*

Tulare Financial Planners Pty Ltd, South Australia

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## *“The Investment Process*

- DKN took the time to understand the key outcomes we were trying to achieve through the partial equity sale and were flexible in structuring the deal to help achieve these outcomes.*
- We felt able to take it at a pace that meant it did not unduly interfere with our day to day business activities. This meant there was minimal effect on the business revenue and performance during the period.*
- There was no pressure put on us at any stage to make quick decisions.*
- The people from DKN were all good to deal with.*

## *Ongoing Relationship*

- We are free to continue to run the business and deal with day to day issues in the same way that we previously did.*
- We continue to choose our own research houses, software providers, appoint staff and advisers and develop our marketing plans without interference from DKN. However, we can leverage off the DKN group’s buying power to achieve lower costs where our chosen providers have an existing relationship with them.*
- Apart from the mandated quarterly board meetings contact is on an as required basis between the two groups.*

- *There are additional reporting requirements but they are not onerous. In fact we have found that they have assisted us in becoming more 'professional' in running the business.*
- *DKN have provided us with assistance in our business planning days and our staff conference. Within the group they have a broad range of experience and knowledge which is useful to leverage off.*
- *Interaction with other financial planners and business owners at DKN conferences, ARG meetings and Equity Partner meetings is invaluable."*

Goldsborough Financial Services Pty Ltd, South Australia

For further information or to enquire about how DKN Financial Group can assist with your Acquisition and Succession plans please contact Rachael Dunne, Executive Director Acquisition & Succession on [03 9667 0703](tel:0396670703).

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DKN Financial Group Limited  
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Attention: Rachael Dunne

After a long association with DKN and its predecessor Austchoice, I began discussions three years ago that would enable our business to expand and diversify the ownership structure.

At the time, this was a fairly daunting prospect as we were the first business that DKN had taken a minority equity position in. My fears were that after having 100% ownership of the business for nearly 20 years, I was about to give up control of that business. I was also not sure how much involvement DKN would want in the day-to-day running of the business or even if the financial reporting would create an additional burden on resources.

I am pleased to say that after three years, my experience has been great and none of my earlier fears have come to fruition.

Monthly financial reporting has provided a good discipline to the business and once implemented, has been easy to achieve. As a member of the DKN family, we have also been in a strong position to take advantage of new service offerings, discounts on software and research and other information that smaller boutique dealers like ourselves would not normally have access to.

I would have no hesitation in recommending that any financial planning business take a closer look at what DKN has to offer.

Yours sincerely,

**Peter Kirk** CFP  
Managing Director  
Quill Group Financial Planners Pty Ltd  
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