



*Integrity
Trust
Expertise*

**Fiducian Financial
Services**

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William Johns B.Bus (AppFin, FP), AFP

Representative Fiducian Financial Services

William moved to Sydney from New Zealand in 1999 and began studying for his Bachelor Degree in Business, in which he majored in Applied Finance and Financial Planning. During his four years of study, he worked full time in the finance industry as a mortgage and real estate consultant where he obtained extensive knowledge about the property and finance markets. Upon completion of his studies, he was offered a position to join a leading Australian bank as a Financial Adviser.

William believes his role is to educate his clients and make them aware of their true current financial position to empower them to make informed decisions. This is best achieved with sound relationships with his clients based on the highest level of trust and integrity.

William adopts a "bottom line" approach to financial planning where he spends most time understanding what his clients' goals, wants and needs are and then develops a strategy to achieve those goals by using his knowledge of finance and various legislative laws.

William has a passion for financial planning, particularly the investment, personal risk and business insurance aspects. He is a researcher in the field of human relations and communication and is currently writing a book where he interviews successful Financial Advisers across the country to identify their traits. He contributes this to the profession by sharing his findings on an industry specialised website.

Outside work, William enjoys various sports, going away on the long weekends with his Kelpie cross, and the company of good friends and family. He is also a member of the Starlight Children's Foundation and participates in various charity work.

William is authorised by Fiducian Financial Services Pty Ltd to provide you with services which include advising and dealing in the following financial products:

Investments

- Managed funds
- Investor Directed Portfolio Services
- Personal managed portfolios
- Securities

Superannuation

- Superannuation
- Pensions

Insurance

- Investment Life
- Life Risk

Banking

- Deposit products

William Johns is a Representative of
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