

## Media Release

5 October 2021

### Easton expands offer to give self-licenced practices choice and flexibility

Easton Investments Limited (Easton) today announced an extension of its services to self-licenced financial advice practices, bringing choice and greater flexibility to the market.

Nathan Jacobsen, Managing Director of Easton said, “self-licensed practices tell us they want to maintain autonomy but work in tandem with partners that bring industrial scale, expert advice and ease of access to a practical quality advice framework. We are strong advocates for the industry, providing a service infrastructure that delivers flexibility and freedom for self-licensed practices to run their businesses in the way that best serves their clients.”

Easton has developed the service around a set of modules targeting specific needs that give self-licensed practices the flexibility to choose the level and type of support required.

Importantly, practices will also benefit from Easton’s strategic focus on technology innovation, giving them access over time to market leading licensee and adviser solutions.

“We know from experience the business of running an AFSL and a practice is complex and time consuming. We see our role as enabling self-licensees to get on with what they do best but with the support to manage compliance requirements efficiently and grow their practice. As the CoreData 2020 licensee of the year, we know what it takes and can support practices to do it for themselves.” Mr Jacobsen said.

This new self-licenced service offer complements and extends Easton’s existing service offering to the wealth market, joining a list of highly respected advice brands owned by the group - GPS Wealth, Paragem, Merit Wealth and Knowledge Shop.

#### For enquiries contact

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