

3 November 2014

## **BOYCE FINANCIAL SERVICES WINS MAJOR INDUSTRY AWARD**

Boyce Financial Services (BFS), the financial advisory division of Boyce Chartered Accountants, was recently awarded the “Lonsdale Practice of the Year” award at the Lonsdale and IOOF Alliances annual conference, defeating four other finalists on a national basis for the prestigious title.

Lonsdale Financial Group supports a network of more than 120 financial planning practices and 250 financial advisors from across Australia. The “Lonsdale Practice of the Year” award is bestowed annually to a practice judged on continuous business growth and success over the preceding 12 months.

In presenting the award to BFS, Mark Stephen CEO of Lonsdale, congratulated the BFS team for a tremendous year and a great outcome.

“With more than 120 practices in our dealer group Australia wide, sitting on the panel reviewing this category was quite a task as there were so many practices deserving of this award,” said Mr Stephens.

“Boyce Financial Services is a valued member of the Lonsdale network and consistently delivers an exceptional level of service and advice to clients.”

The award is the highest honour given to a practice based on revenue growth, positive compliance ratings, continual knowledge improvement through participation at forums and professional development days, professionalism and alignment to Lonsdale network values.

Lindsay Garnock, director of BFS, was at the presentation dinner to accept the award.

“We couldn’t be more thrilled with this award,” Mr Garnock said.



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"BFS was in competition with some very impressive practices who have achieved incredible results however, we've been a part of the Lonsdale network for more than 7 years so we understand the high standards required.

"It's great to be recognised and it's a testament to the fantastic BFS team."

Winning the "Lonsdale Practice of the Year" award is another string in the bow for BFS – in 2011 the business was awarded the "Lonsdale Associate of the Year" award.

Mr Garnock explained that many of the associated accounting business' clients had been seeking a "one-stop shop" for financial advice and were attracted to the agreed 'fee for service' model offered by BFS.

"Our commitment to client care and to a transparent and fair pricing structure has helped the business grow and attract clients from inside and outside the Boyce Chartered Accountants' network," said Mr Garnock.

"We took the industry lead in setting a 'fee for service' pricing model and will continue to explore other ways to ensure our clients receive the best advice and service possible."

This future-focused attitude of BFS was acknowledged by Lonsdale as part of the award selection process.

Mr Garnock admits that it is great to be recognised and awarded by peers, but the real test of the success of the business is in helping to maximise the wealth of clients – an aim that he and his team of advisors are intent on continuing to achieve.

*Lindsay Garnock and Boyce Financial Services Pty Limited are Authorised Representatives of Lonsdale Financial Group Limited, ABN 76 006 637 225, AFS Licence No. 246934.*

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Pictured above (L to R): Mark Stephen (CEO - Lonsdale), Lindsay Garnock (Director – BFS),  
Craig Jascelyne (Head of IOOF Alliances)



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