



ASCCA 2021 CONFERENCE

Retirement planning for
a rich quality of life in
your golden years

primetime

Presenter-Peter Tyndall

CEO-Founder of Primetime

Peter had 20 years with senior executive roles in a Big 4 Chartered Accounting firm and an ASX top 20 company before commencing with his own consulting and advisory business.

Peter developed the Primetime planning software platform to deal with the complex needs of retiring Australians after assisting his parents for 20 years into retirement and through their senior years.

Transitioned from a personal service to a software platform to do some of the heavy lifting and reduce costs to retirees.



PETER TYNDALL



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Contents

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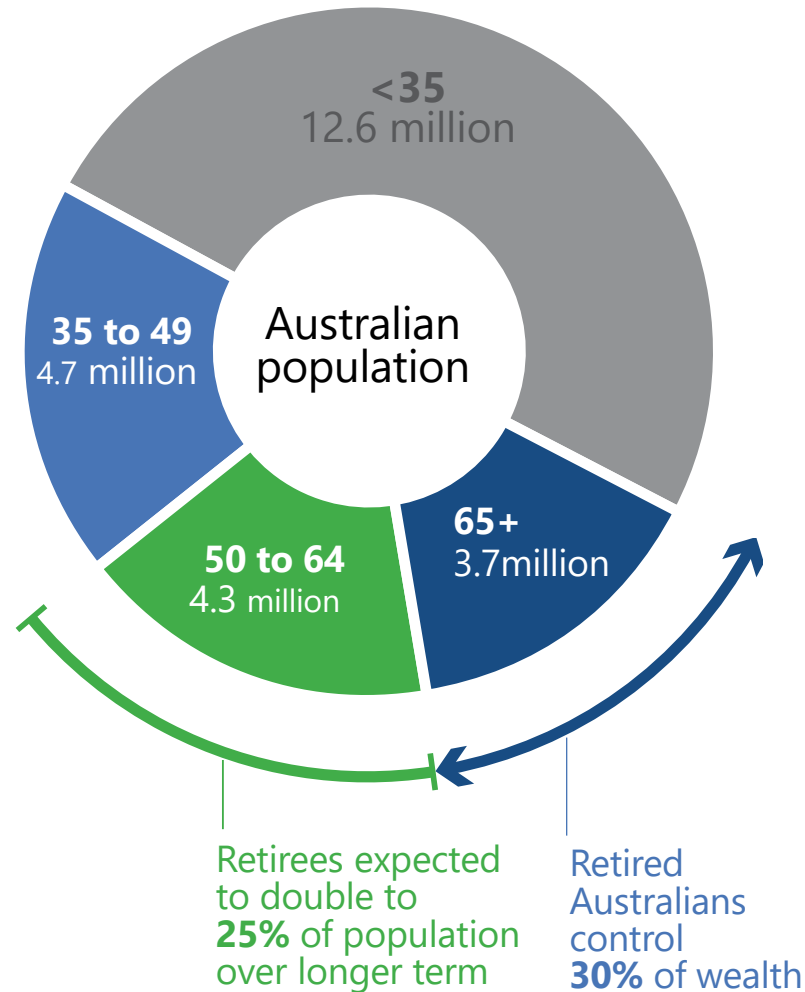
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Australian retirement market

Approximately 24 million consumers



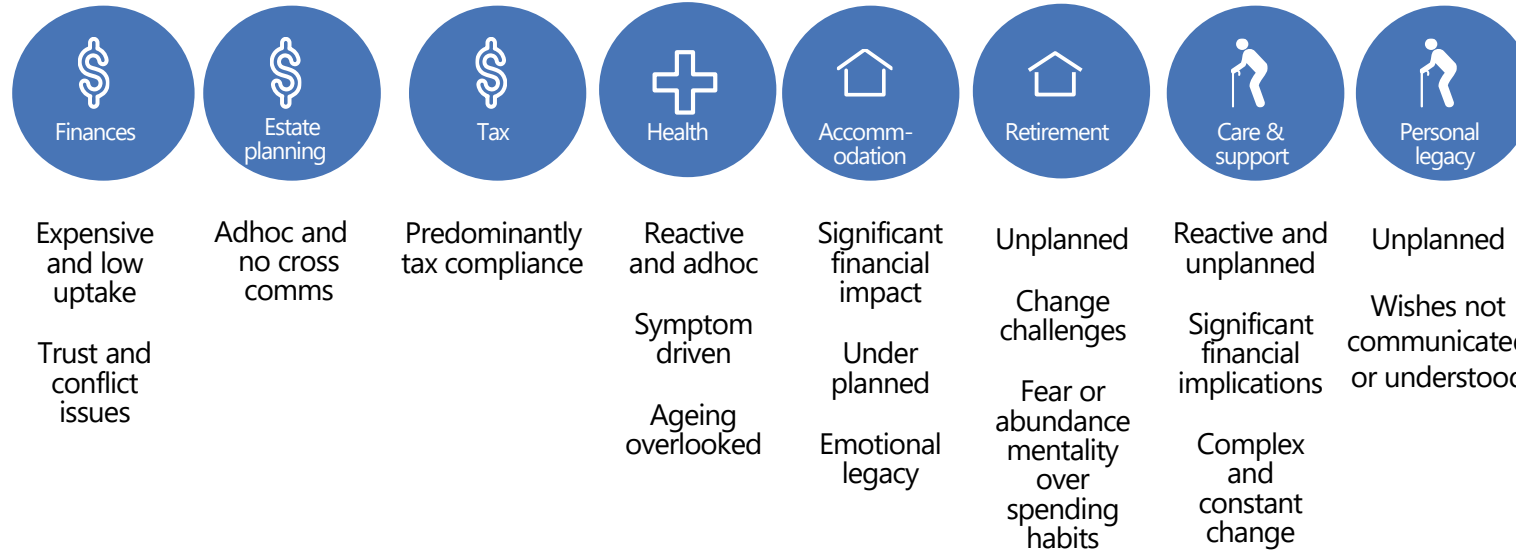
Advisors

Advisor groups	Number
Financial planners	26,100
Accountants in public practice	81,127
Practicing lawyers	66,211
Total	173,438

- Estimates include licensed and non-licensed consultants

The problems

Overview of traditional planning process



The shortfalls:

- ✗ High cost/low trust
- ✗ Narrow focus
- ✗ Siloes-Lack of cross planning
- ✗ Reactive not proactive
- ✗ Important matters overlooked
- ✗ Quickly outdated
- ✗ Couples don't share info or don't want to know

Consumer feedback on Financial Advice

ASIC report 627: Financial Advice: What consumers really think

Need

- 41% **intend** to get financial advice
- 20% **considered getting** financial advice in the last year, but hadn't
- 12% **received** financial advice last year
- 19% **open to digital advice**

Barriers

- 35% *"Financial advice is too expensive"*
- 26% *"I like to manage my finances by myself"*
- 19% *"I do not trust financial advisers"*
- 18% *"I do not see the value of consulting a financial adviser"*

Different needs over different life stages of retirement

← ... HEALTH, FINANCES, ACCOMMODATION, TAX, ESTATE PLANNING ... →

Transition

Strategy,
structure, plan
the future

Early days

Life change both
physical/mental
and emotional

Steady state

Stay healthy,
manage the
funds, enjoy life

Latter years

Legacy, roles and
responsibilities,
care and support

Financial Planners
selling product advice

Primetime Planning
consumer driven • holistic • intergenerational

The slide features a decorative border on both the left and right sides. This border is composed of a grid of small squares in various colors, including shades of green, grey, tan, and blue. The squares are arranged in a pattern that is roughly rectangular but has some missing or faded squares, creating a fragmented, digital aesthetic. The central area of the slide is white and contains the main text.

Primetime

A new market in using technology to provide a broader scope of financially focused planning

primetime

Primetime is a **"one stop shop"** planning platform

for retirees and their families,

who want to manage their planning;

and need to stay up to date and ensure nothing slips through the cracks



Wealth

- Finances
- Tax planning
- Welfare and benefits
- Estate planning



Health

- Physical
- Mental



Lifestyle

- Accommodation
- Retirement

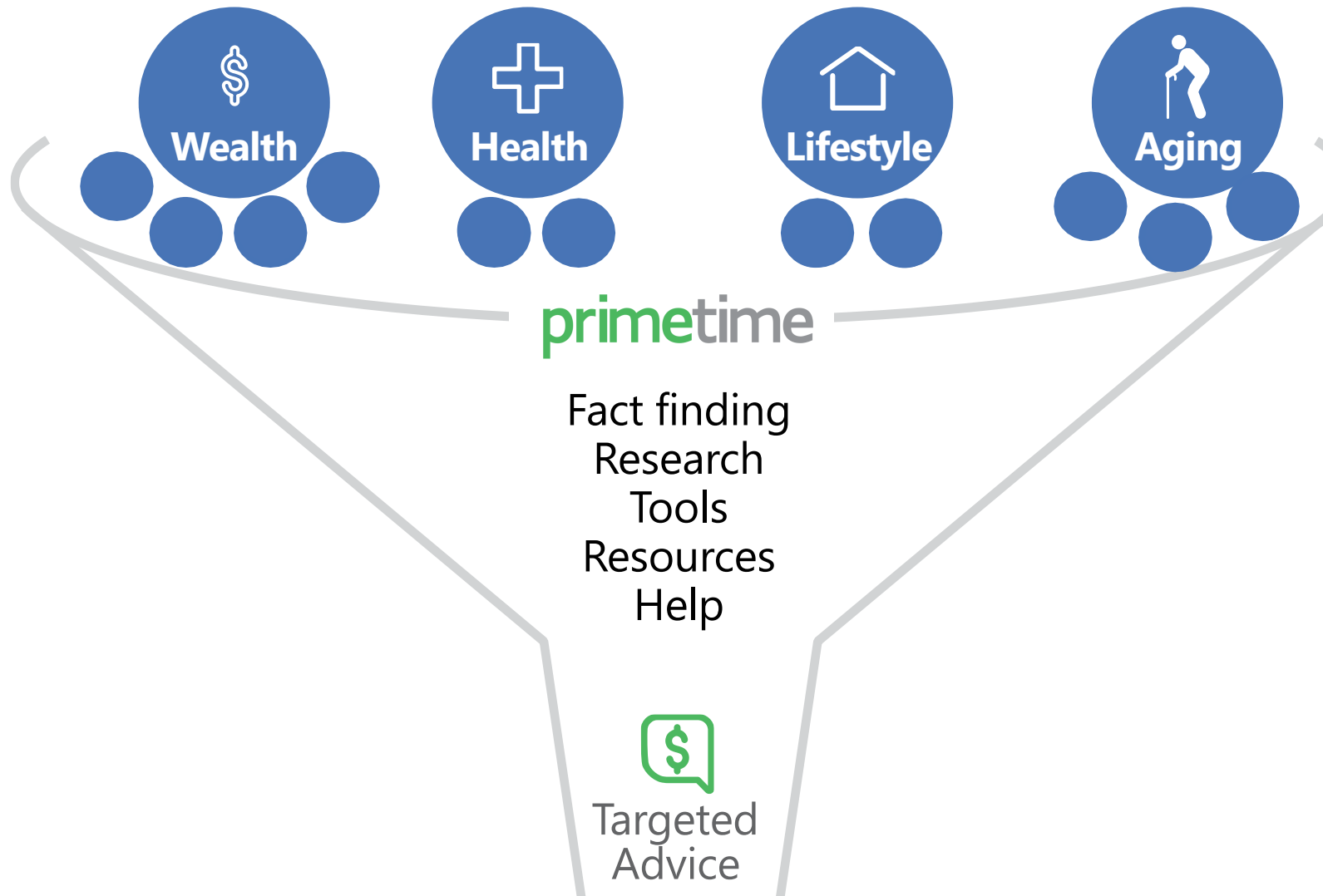


Aging

- Care and support
- Roles and responsibilities
- Personal legacy

Primetime process point of difference

An integrated funnel



The advantages:

- ✓ Agnostic
- ✓ Proactive, integrated approach
- ✓ Lower regulation
- ✓ Lower maintenance
- ✓ Targeted advice
- ✓ Reduced costs and enhanced outcomes



Solution – overcoming the barriers

Traditional

- ✗ Trust issues/conflict
- ✗ Restricted planning scope
- ✗ Product focused
- ✗ AFSL-Advice is high cost
- ✗ Cumbersome process
- ✗ Heavy regulatory oversight

Primetime

- ✓ Self managed/Independent
- ✓ Holistic
- ✓ Focuses on needs
- ✓ Lower cost-select skills needed
- ✓ Stay up to date
- ✓ Enables knowledge sharing between partners

Primetime process using established technology as an enablement tool-better-cheaper

How it works



Planner(s) or family completes/reviews evaluation questionnaire and planning fact finds



Reports and action plans created automatically



Complete action plan using tools/ resources/ referral assistance



Use filing cabinet to store and manage information



Review / revisit reminders

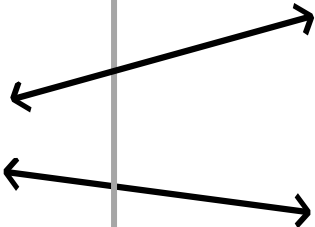
How it works with support providers



Retiree uses referral tool when they choose to seek expert help



Specific need is addressed , planning completed and workflows documented



Outputs and resources

- Comprehensive personal reports
- Online action planner and filing cabinet
- Referral help function
- Calculators, tools and checklists
- Links and resources
- Video tutorials





Important -Cost and choice

- Difference between education and advice
- Education is lower cost and allows for more control
- Can often make good choices when fully educated
- If educated can use advisers more selectively



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