AllianceBernstein®

Partnering With You

The relationship between financial advisers and investment managers is changing.

When the client wins, we all win

Increasingly, financial advice practices that succeed are those that clearly demonstrate their value proposition to clients, and provide a breakdown of their costs, including platform administration and advice fees.

Among fund managers, a similar move began more than a decade ago with the advent of products that aimed at transparency and simplicity and a high level of client engagement.

They were typically based on relatively small portfolios and focused on absolute rather than relative returns. Their managers emphasised regular and comprehensive client communications to explain performance and the rationale behind stock selections.

By aligning these approaches, we see considerable potential for enhancing the relationship between financial advisers and investment managers in a way that improves client outcomes and experience and, ultimately, works to the advantage of all parties involved.

Our client-centric approach

Our focus at AB on putting clients front and centre in our thinking has been integral to our way of doing business for many years. As we extend our fund offerings in Australia, our client-centric ethos is helping to shape our relationship with the adviser community.

This is happening in two ways—in the design of the investment strategies we bring to market, and in our commitment to sharing our investment knowledge with financial advisers.

Helping advisers to help their clients

We seek to align ourselves with advisers who, in aiming to build long-term relationships with their clients, attempt to understand their clients' needs, communicate effectively with them and deliver appropriate investment solutions that are innovative and sophisticated.

And we aim to help build those relationships. While no one knows advisers' clients better than advisers do, we believe that we can make valuable contributions by helping advisers communicate with their clients and, of course, by supplying advisers with suitable investment offerings.

Our commitment to advisers

An important aspect of our commitment to the investor community lies in the research we carry out into investment opportunities worldwide, and in our enthusiasm for sharing our research insights with our clients and financial advisers.

Our portfolio-management teams across equity, fixed-income, multi-asset and alternative strategies globally include more than 130 portfolio managers and over 230 research analysts*.

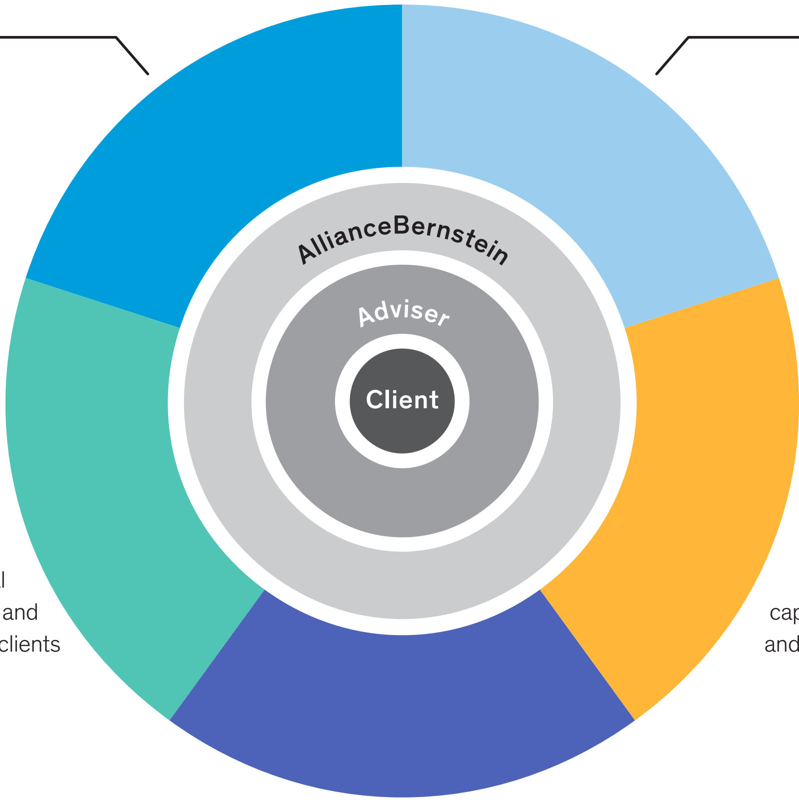
We pride ourselves not only on the quality and comprehensiveness of our research, but also on our ability to deliver research and other communications to our clients and advisers in various formats and through a range of channels on a weekly, monthly, quarterly and occasional basis.

Learn More

WORKING WITH YOU TO HELP YOUR CLIENTS GROW

Practice Management
AB frequently delivers innovative and global insights designed to help advisers grow their business

Investment Solutions
AB's global team embraces innovation to address increasingly complex investing challenges



Research
AB's unique combination of expertise, insights and global reach allows us to anticipate and advance the interests of our clients around the world

Capital Markets Tools
AB delivers thoughtful perspectives on evolving capital markets events, patterns and trends that are shaping risks or opportunities

Investment Insights
Timely content connects market intelligence and perspectives to actionable investment strategies

We are committed to putting our dedicated team of professionals to work for you.
Talk to us today about how we can work with you to help your clients.

AllianceBernstein.com.au

*****As of 30 June 2022