Managed accounts: Built for clients. Better for advice.

Connecting managed account value to positive client outcomes

Contents

Executive summary

Managed accounts now make up around 66% of core client portfolios[1], reflecting their established and growing role within today's advice landscape.

As adoption has increased, so too has the need for us, as a profession, to more clearly define and communicate the value these solutions deliver to clients.

While adviser decisions regarding managed accounts continue to be influenced by important considerations such as client risk tolerance, investment time horizon, performance, fees and manager capability[2] there is increasing industry and regulatory focus on understanding and evidencing client outcomes.[3]

In my view, this is where the conversation needs to evolve.

Managed accounts have the potential to deliver outcomes which matter most to clients:

- confidence in the investment decisions being made on their behalf
- clarity about what they own, and
- reassurance that they are progressing towards their long-term goals.

At their best, the portfolio 'sweats for the client', doing the heavy lifting in the background to support these outcomes over time.

These outcomes are also supported through the structure, governance and implementation approach of managed accounts, which provide a more consistent, transparent and professionally managed investment experience.

Importantly, the value of managed accounts is not realised through all these features alone, but through the outcomes they help deliver.

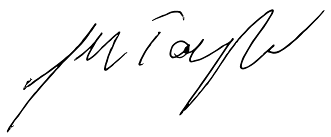
When clients understand what they own and why, and what decisions are being made on their behalf, they are more likely to remain engaged and committed to their long-term strategy. Without this, even well-constructed portfolios can fall short of delivering their intended outcomes.

For advisers, managed accounts also create capacity to focus more deeply on client relationships and strategic advice, enabling more meaningful conversations about client goals, outcomes and progress over time.[4]

At a broader level, this means access to high-quality investment solutions and advice can be extended to more Australians.

As the managed account industry continues to mature, the focus is shifting beyond implementation efficiency towards how client outcomes are defined, delivered and evidenced in practice.[2, 3]

This paper builds on that shift, exploring how advisers can better articulate the value of managed accounts in terms that resonate with clients, and how a clearer focus on outcomes can support better long-term results.



Frances Taylor
Executive Director, Managed Accounts
Colonial First State

Frances leads the managed accounts business at Colonial First State, overseeing more than $24 billion in managed account solutions across the FirstChoice and CFS Edge platforms.

She has extensive experience working with advisers, licensees and asset consultants, with a focus on building platforms and managed account capabilities and bringing these solutions to market.

Prior to joining CFS, Frances played a key role in the development of other leading Managed Account offerings.

She is a recognised voice in the evolution of managed accounts across the Australian advice profession.

1 *Investment Trends Managed Accounts Report 2026*, pp. 34, 149.
2 ASIC (2025), *Improving consumer outcomes is everyone's job*.
3 AdviserVoice (2026), *Managed Accounts in the ASIC spotlight: compliance essentials for advisers*.
4 *Investment Trends 2026 Managed Accounts Report*, pp.34, 35, 82.

Adviser guide: How to use this paper in client conversations

Managed accounts can help advisers deliver stronger client outcomes, keeping investments aligned to client needs while creating more capacity to focus on strategic advice and client relationships.

This paper is designed to support those conversations and to shift the focus from product features and short-term performance to the outcomes we believe clients value most.

You can use it as:

- **A conversation reset:** To help move discussions away from market noise towards how the portfolio is being managed over time and how it supports long-term client goals.
- **A discussion guide:** To explore what matters most to clients including building understanding, transparency and trust in their investment strategy and being supported by clear reporting, visibility of holdings and adviser-led conversations.
- **A client engagement tool:** To help bring investment decisions to life by supporting more meaningful conversations and helping clients stay connected to their strategy over time.
- **A value proposition lens:** To help articulate your offer, including how managed accounts enable more time to focus on client relationships and strategic advice.

You may also choose to focus on specific sections depending on individual client needs:

1. **Volatile markets:** Focus on confidence, consistency and commitment sections as they support governance, disciplined portfolio management and clear communication.
2. **Pre-retirement clients:** Focus on connection to goals, clarity and tax considerations sections as they support portfolio alignment, reporting and tax-aware implementation.
3. **Next-generation clients:** Focus on clarity and engagement sections as they support transparency, access to information and governance.

Why managed accounts matter now

Managed accounts now represent:

~66%
of core client portfolios[1]

~61%
of new client inflows[2]

Over AU$250bn
in FUM in Australia[3]

Supporting deeper client engagement:

59%
of advisers report using the time freed up through managed accounts to service a larger number of clients, creating greater capacity to focus on client relationships and strategic advice.[4]

Evolving expectations and the shift to client outcomes

The way in which advice is delivered continues to evolve. Clients have greater access to information, higher expectations of transparency, and an increasing desire to understand how their investments support their long-term goals.

At the same time, there is growing expectation of advisers to clearly demonstrate value and evidence positive client outcomes.[5]

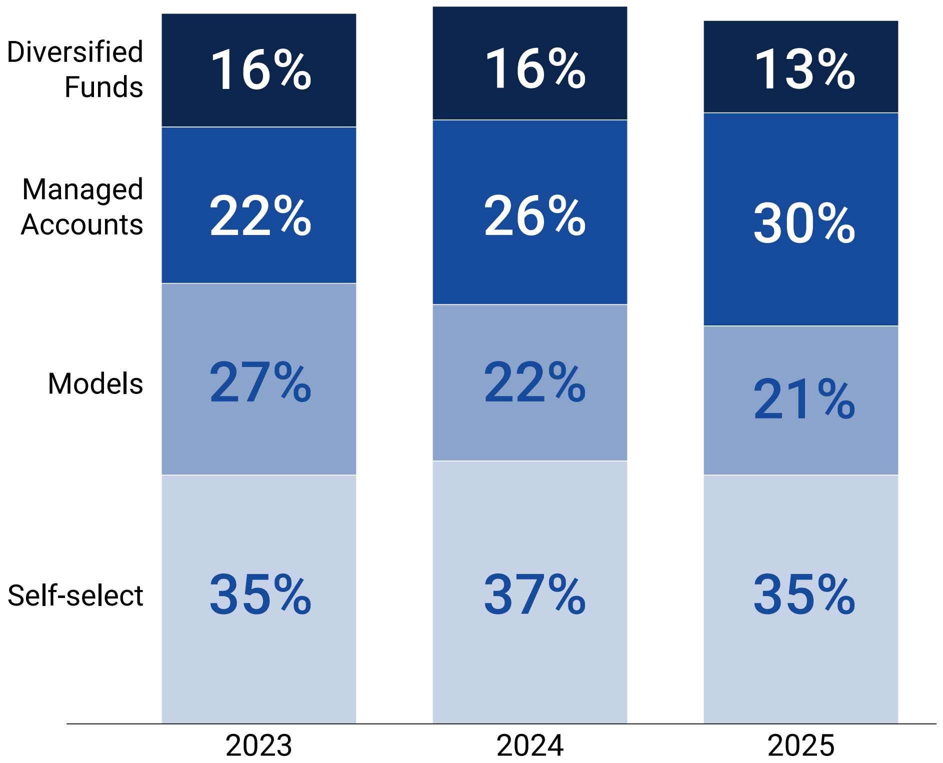
Managed accounts have become an increasingly central part of this landscape. Today, they represent a significant and growing share of advised client portfolios and continue to attract a meaningful proportion of new client investment flows.[6]

This growth reflects not only broader adoption but also evolving expectations from clients regarding how their investments are managed, communicated, and aligned to their individual needs.

This shift is also evident in how portfolios are being constructed. Recent data, highlighted in the graph opposite, show that as managed accounts share of advised portfolios has risen, the use of other portfolio construction approaches has declined over the same period.[7]

FUA-weighted portfolio construction approach

(%, 2023–2025)



Source: *NMG Australian Wealth Adviser Study 2025*. Figures subject to rounding.

Managed accounts are accounting for an increasing share of advised portfolios, alongside a decline in alternative implementation approaches.

1 *Investment Trends 2026 Managed Accounts Report*, p.45.
2 *Investment Trends 2026 Managed Accounts Report*, pp.50, 51, 52.
3 *Investment Trends 2026 Managed Accounts Report*, p.17.
4 *Investment Trends, 2026 Managed Accounts Report*, p.5.
5 ASIC, *Improving Consumer Outcomes is Everyone's Job*, speech by Commissioner Alan Kirkland, 16 October 2025.
6 *Investment Trends 2026 Managed Accounts Report*, pp.45, 50, 51, 52.
7 *NMG Australian Wealth Adviser Study 2025*.

This reflects a broader shift in the role investment solutions play within advice towards approaches that provide greater transparency, consistency and a stronger alignment with individual client objectives.

In this context, investors are increasingly seeking a clearer understanding of what they own, how their portfolios are managed and how their investments are progressing relative to their long-term goals.[1]

Managed accounts can support these expectations through:

- **transparency and visibility** of assets and ownership
- **professional oversight** and consistent portfolio management
- **timely implementation of investment decisions including responsive trading** (when required) to combat market volatility
- **portfolio customisation** where required to match clients' investments with personal goals
- **strong governance and ongoing monitoring** of professional managers and trading of assets.

These characteristics are supported by the structure of managed accounts, which typically involves multiple layers, including portfolio managers, advisers and responsible entities. These layers create a framework designed to support governance, accountability and clear roles in portfolio management.

Rather than being defined solely by their structure, these characteristics also help create a more connected, understandable and responsive investment experience for clients.

Importantly, this reflects the broader shift outlined in this paper from focusing on the features of investment solutions to clearly articulating the outcomes they are designed to support.

1 *NMG Managed Accounts Market Share Report*, May 2025, p.4.

Investor experiences highlight the next growth opportunity

State Street Investment Management's latest model portfolio[2] research found that Australian investors who know they have assets invested in model portfolios generally report positive experiences associated with their advice relationship and investment experience. Australian investors with assets in model portfolios were also more likely to be satisfied with their adviser across measures such as trust and confidence, transparency about investment strategies, issue resolution and portfolio optimisation than investors who did not have assets in model portfolios.

Among these investors:

- 89% said more proactive reporting is provided
- 89% said their adviser can spend more time helping them make financial planning decisions
- 88% agreed their portfolio was designed to meet their financial goals
- 87% said their portfolio is monitored more closely
- 85% felt involved in the investment management process with their adviser.

The broader opportunity is helping more investors understand how model portfolio solutions work and how they create value. State Street's research found awareness of model portfolios among Australian investors increased from 47% in 2019 to 67% in 2024. As adoption continues to expand, the findings suggest the challenge is less one of investor resistance and more one of education, communication and articulation of value.

Supporting findings:

- 48% of investors who were aware of model portfolios but not currently using them said they would like more information about the investment process
- Only 5% said they would actively dislike the approach
- 63% agreed comprehensive financial planning mattered more than whether the portfolio was constructed by their adviser or a third-party investment manager.

Source: State Street Global Advisors, *Model Portfolios: Adaptive Solutions for Advisory Growth*, March/May 2025, pp. 11, 15–16, 18, 21–22.

2 The term 'model portfolios' is used as defined in the State Street Investment Management research. The research did not specifically distinguish between managed account and adviser model portfolio structures.

What clients really want

from their managed accounts and their advisers

The role of advice is central to a client's wealth management journey as it shapes not only the decisions that are made, but how clients experience and engage with their investments over time. When clients talk about their portfolios, their questions are rarely about structure or implementation. More often, they reflect a handful of fundamental needs.

While every client is different, adviser and investor research suggests the outcomes clients seek are often remarkably consistent.

Clients want to understand what they own, have confidence in the decisions being made on their behalf, remain connected to their goals and feel informed throughout the investment journey.

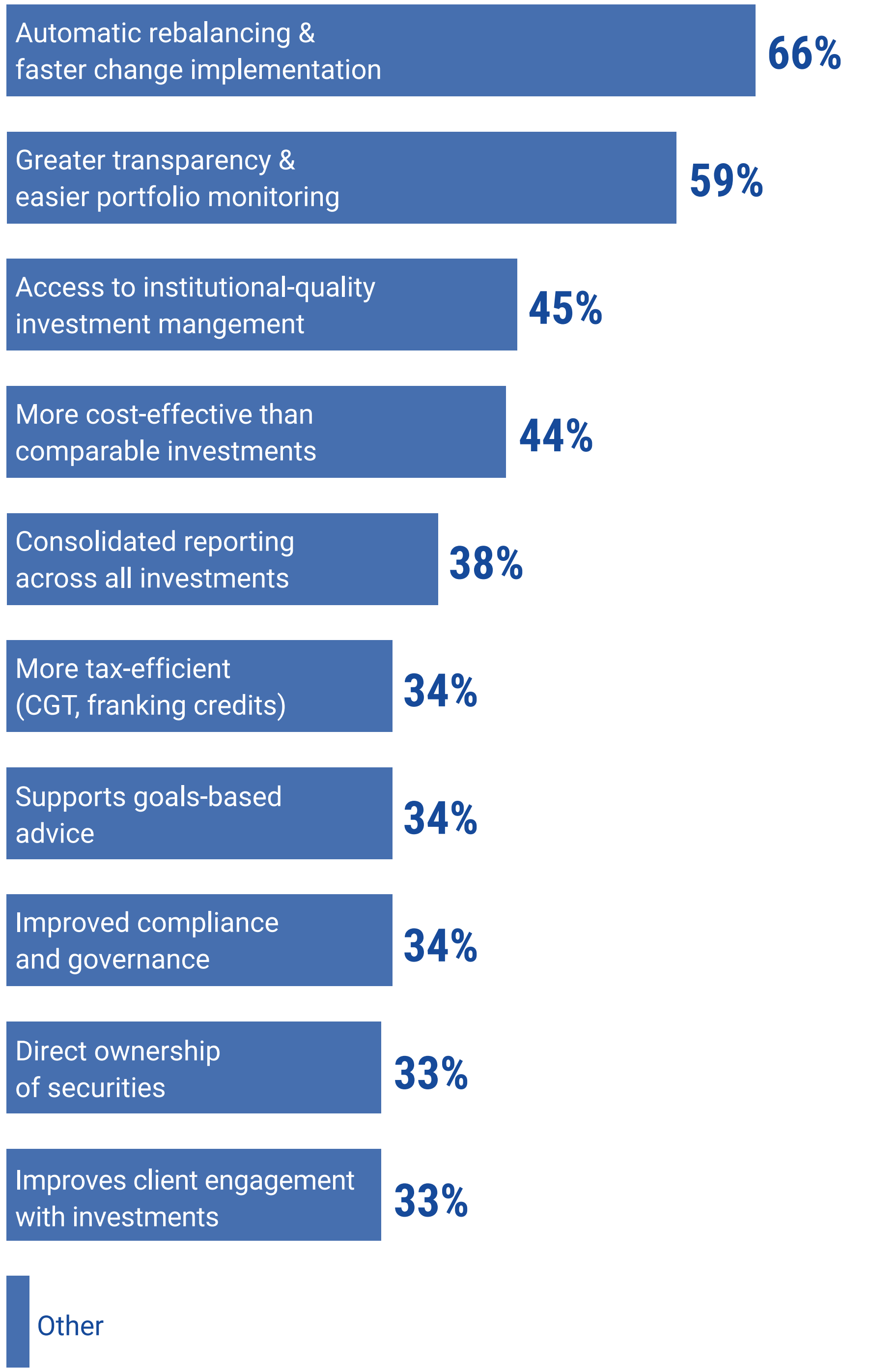
Recent investor research found that investors who knew they had assets in model portfolios were more likely to report that their adviser had walked them through the chosen strategy, that their portfolio was designed to meet their financial goals, and that they felt involved in the investment management process.[1] We believe these needs can be broadly understood through the following client outcomes framework:

1 State Street Investment Management Center for Investor Research, *Model Portfolios: Adaptive Solutions for Advisory Growth*, March/May 2025, pp.6, 16.

These needs are also reflected in how advisers describe the value of managed accounts in practice, with key benefits closely aligning to the outcomes clients seek.

That do you see as the main benefits of managed accounts for your clients?

(Multiple responses permitted) Among current managed account advisers



Source: Investment Trends, Managed Accounts Report 2026, among current managed account advisers (n=575).

Many of these benefits can be understood through the lens of client outcomes.

For example:

- Transparency, reporting and visibility support **clarity**
- Professional oversight and governance reinforce **confidence**
- Consistent implementation and rebalancing support **reliability over time**
- Goals-based advice strengthens **connection to long-term objectives**
- Engagement and communication help clients remain **committed to their strategy**

Research also highlights the important role behaviour plays in long-term outcomes. Adviser insights show that clients in managed accounts are more confident in their portfolios (44%), less likely to make impulsive changes (43%), and more likely to stay invested during periods of market volatility (39%).[1]

This highlights the importance of confidence and commitment in supporting better long-term outcomes, particularly the ability for clients to remain engaged and focused on their investment strategy over time.

In this context, managed accounts can play an important role by supporting these behaviours. They bring together structure, governance and implementation in a way that enables a more transparent, consistent and professionally managed investment experience.

They also help make these outcomes more visible to clients, supporting stronger engagement and more meaningful conversations between advisers and their clients over time.

These needs are also reflected in how advisers and portfolio managers describe the value of managed accounts in practice.

> “Managed accounts support improved client engagement, efficiency and timely portfolio changes and provide advisers with more time to focus on strategy and helping clients stay on course in achieving their goals.”

Rick Di Cristoforo, Morningstar Wealth

1 *Investment Trends 2026 Managed Accounts Report*, pp.106, 107.

Meeting this shift in expectations

Managed accounts have become widely adopted within advice not simply because of their structure, but because of how they support the way advice is delivered today.

By enabling portfolio construction and implementation to be managed consistently and at scale, they allow advisers to focus more deeply on understanding client needs, guiding decision-making, and helping clients stay engaged with their long-term plans.

This shift is reflected in how advisers are using managed accounts in practice. Research shows that the primary benefits extend beyond investment implementation, with advisers highlighting simplified portfolio management, improved consistency of portfolio delivery and the ability to scale their client base while maintaining quality of advice.[1]

Importantly, many advisers report that the time saved through managed accounts is being redirected towards deeper client engagement and more meaningful advice, rather than purely operational efficiency.[2]

Importantly, many advisers report that the time saved through managed accounts is being redirected towards deeper client engagement and more meaningful advice, rather than purely operational efficiency.[2]

This is particularly relevant in an advice market where access to advice remains under pressure, and technology is increasingly expected to support more scalable and efficient service delivery. Recent industry insights indicate that as adviser supply tightens, technology is being relied upon as a key lever to help practices serve more clients while maintaining quality and consistency.[3]

In practice, this creates, for many advisers, a clearer separation between investment management and advice. Portfolio managers can take responsibility for construction, implementation, and oversight, while advisers focus on understanding client circumstances, providing strategic guidance and supporting clients through their financial journey.

This strengthens the role of the adviser as a conduit between portfolio managers and clients, helping translate investment decisions into meaningful outcomes and supporting more confident and engaged client relationships.

Importantly, this reflects a model of portfolio construction that remains fundamentally aligned to client needs, with adviser choice continuing to be driven by suitability and the ability to meet individual client objectives.

1 Nightingale, *Adviser Landscape Report 2026*.
2 *Investment Trends 2026 Managed Accounts Report*, p.82.
3 Nightingale, *Adviser Landscape Report 2026*.

Roles and responsibilities

As managed accounts become more embedded within advice, there is increasing clarity around the roles and responsibilities across the investment and advice ecosystem.

This separation allows each party to focus on their area of expertise which supports a more consistent and well-governed investment experience, alongside more client-focused advice.

Managed accounts operate within a defined framework of roles and responsibilities, with each party contributing to the overall client experience and governance of the investment.

Role of Colonial First State Investments Limited (the RE and Issuer)

- Issues the interest in the managed account
- Selects and appoints the portfolio manager (initial DD)
- Finalises design and pricing of the portfolio
- Issues disclosure by way of a Product disclosure document
- Ongoing oversight of the portfolio managers (regulatory, contractual, performance, reporting)
- Custody and administration of the managed account offer
- Trading and implementation of the managed accounts on a best execution basis
- Oversight of custodian and broker
- Negotiates scale discounts with underlying portfolio managers by discount or rebate
- Develops the tech for the rebalancing engine

Role of the appointed Portfolio Manager

- Portfolio construction and design
- On-going management of the portfolio
- Risk management of the portfolio
- Reporting on the portfolios via RE
- Education and engagement of the portfolios on-going management

Role of the adviser

- Understand client goals, needs and circumstances
- Provide strategic advice and portfolio recommendations
- Act as a conduit between portfolio managers and clients
- Support client understanding, engagement and behaviour over time
- Ensure portfolios remain aligned to client objectives

What our Investment Partners say

"Our investment committee meets regularly to stress-test portfolio construction, review managers and ensure each model remains aligned to its objectives. That governance discipline is what closes the gap between what an investment strategy promises and what a client actually experiences.

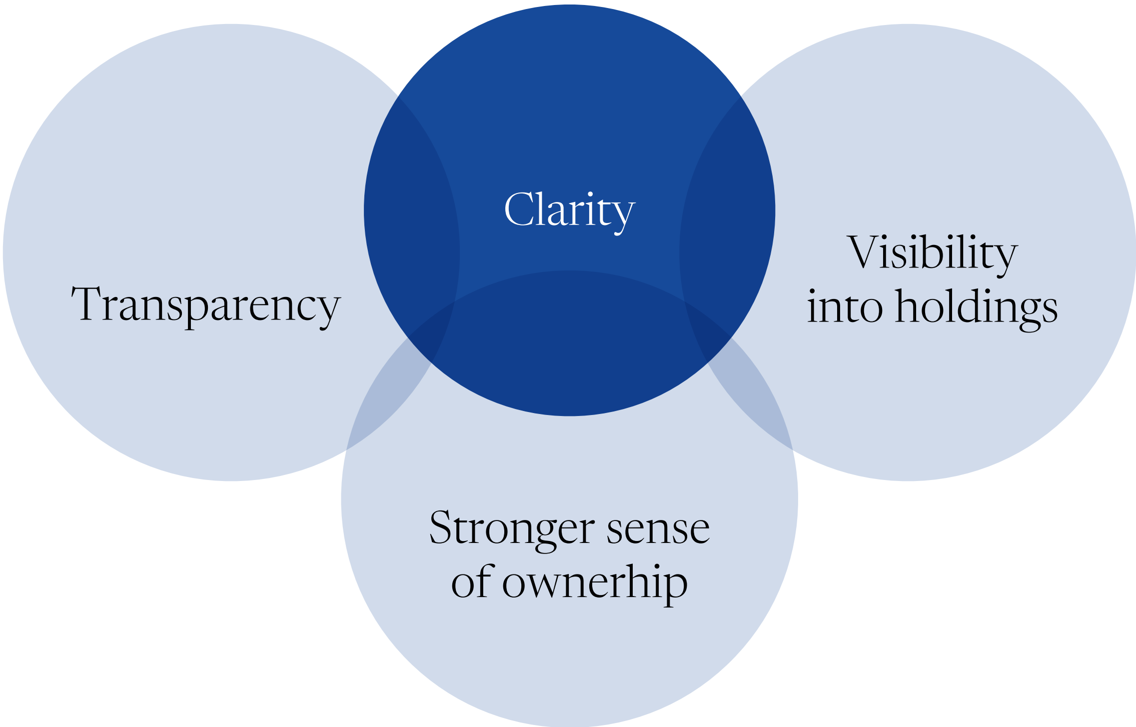
When an adviser knows that every portfolio change is reviewed, documented, and implemented consistently, and that there is a genuine institutional process holding the investment approach accountable, they can have real confidence that their clients are on track to retire with the security and dignity they deserve. That peace of mind is not incidental. It is the whole point."

Dr Isaac Poole, CIO, Ascalon Capital

How managed accounts support client outcomes

Tapping into true value

Clarity



Clients want to understand what they own and why.

Clarity is supported by **transparency**, **visibility into holdings**, and a **stronger sense of ownership**.

Managed accounts support this by giving clients a clear view of their portfolios. Each individual asset, whether a stock, bond, fund or other security, can be seen, helping demystify the investment process and build deeper trust.

As a result, clients can feel more connected, informed and able to track the impact of each holding and how it contributes to overall portfolio performance and their financial goals.

Managed accounts also provide beneficial ownership of assets, rather than the pooled exposure investors experience in traditional pooled funds.

Portfolios can also be customised to better reflect individual client circumstances and objectives. This too supports a stronger sense of ownership or agency over their investment. In these circumstances, clients can see **their** cost base for each asset, **their** tailored mix, and **their** financial outcomes.

Clear and consistent reporting and communication also play an important role in supporting clarity. Managed accounts provide clients with regular, accessible updates, along with transparent explanations of portfolio changes and investment decisions.

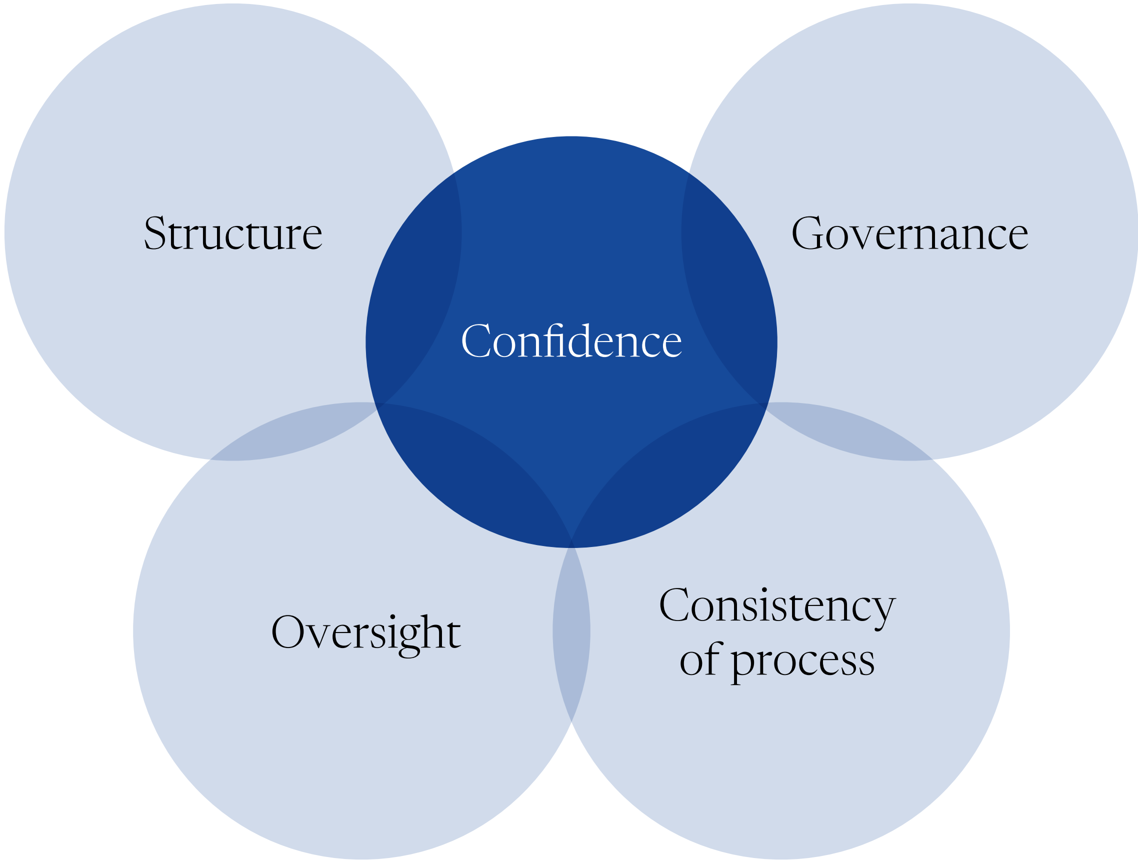
Together, these features help clients better understand their portfolios, strengthen their connection to them and support more informed conversations with advisers over time.

What our investment partners say

"What clients really want is confidence in how their money is being managed, and that starts with understanding what they own and why.

Managed accounts provide transparency, but we take it further by giving advisers real-time access to portfolio insights, investment decisions and portfolio changes through our adviser portal."

Cameron Spittle, Managing Partner, Trellia Wealth Partners



Confidence

Clients want confidence that the decisions being made on their behalf are appropriate and aligned with their long-term objectives.

Confidence is supported by four key components: **structure**, **governance**, **oversight** and **consistency of process**.

Managed accounts support this through a structured and well-governed investment approach, where portfolios are designed, implemented, and overseen by experienced investment professionals.

Portfolio managers are responsible for constructing and managing portfolios in line with clearly defined objectives, supported by established investment processes. This provides a level of consistency and rigour that can be difficult to replicate through individual portfolio construction.

These structures are supported by defined governance frameworks, including oversight by the responsible entity, ongoing monitoring of portfolio managers, and disciplined implementation of investment decisions. Together, this creates a framework designed to support accountability and reliability over time.

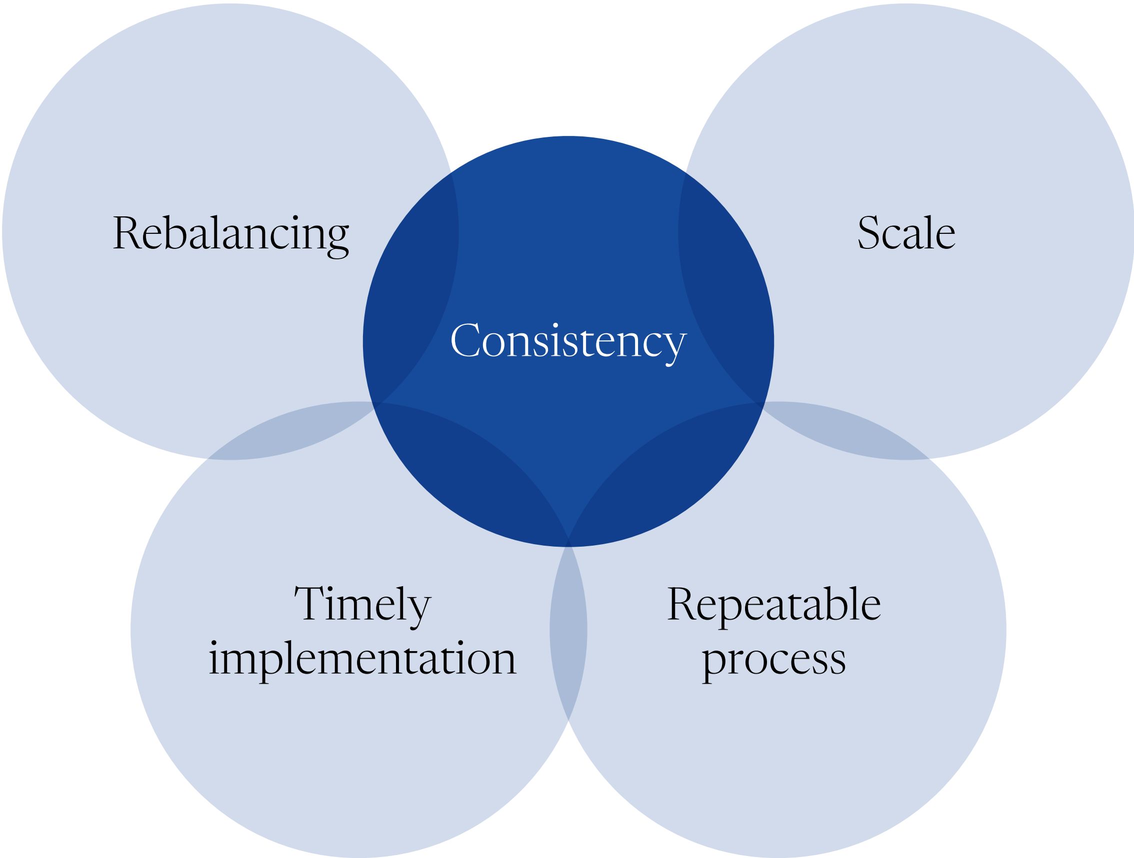
This combination of professional expertise, structured processes, and governance helps reinforce confidence not only in the portfolio itself, but in how investment decisions are made.

This supports more informed and constructive client conversations, helping them understand investment decisions and remain confident in their long-term strategy.

What our investment partners say

“Clients want confidence that they are going to be okay … and to know their wealth is being professionally managed with care and diligence.”

Nino Ramunno, Chief Executive Officer, Aequitas Investment Partners



Consistency

Clients want to know if their portfolio is being managed consistently over time, in line with its intended strategy.

Consistency is supported by four key elements: **timely implementation**, **rebalancing**, **scale**, and **repeatable process**.

Managed accounts support this through consistent and timely implementation of investment decisions, ensuring portfolios remain aligned to their objectives as markets change.

Portfolio changes, including rebalancing and asset allocation adjustments, can be applied efficiently and consistently across all clients invested in a strategy. This reduces delays, minimises manual intervention, and ensures that investment decisions are reflected in client portfolios without a trading or implementation lag.

This is particularly important as consistent rebalancing and timely implementation are widely recognised by advisers as key contributors to maintaining portfolio alignment over time.

This approach supports a more disciplined and repeatable investment process where portfolios are maintained in line with their intended design, rather than drifting over time.

The ability to implement decisions at scale also ensures that all clients within a given strategy experience changes in a consistent way, supporting fairness and reliability over time.

This consistency reinforces trust in how portfolios are managed, particularly during periods of market volatility where timely implementation and clear direction play an important role in maintaining client confidence and engagement.

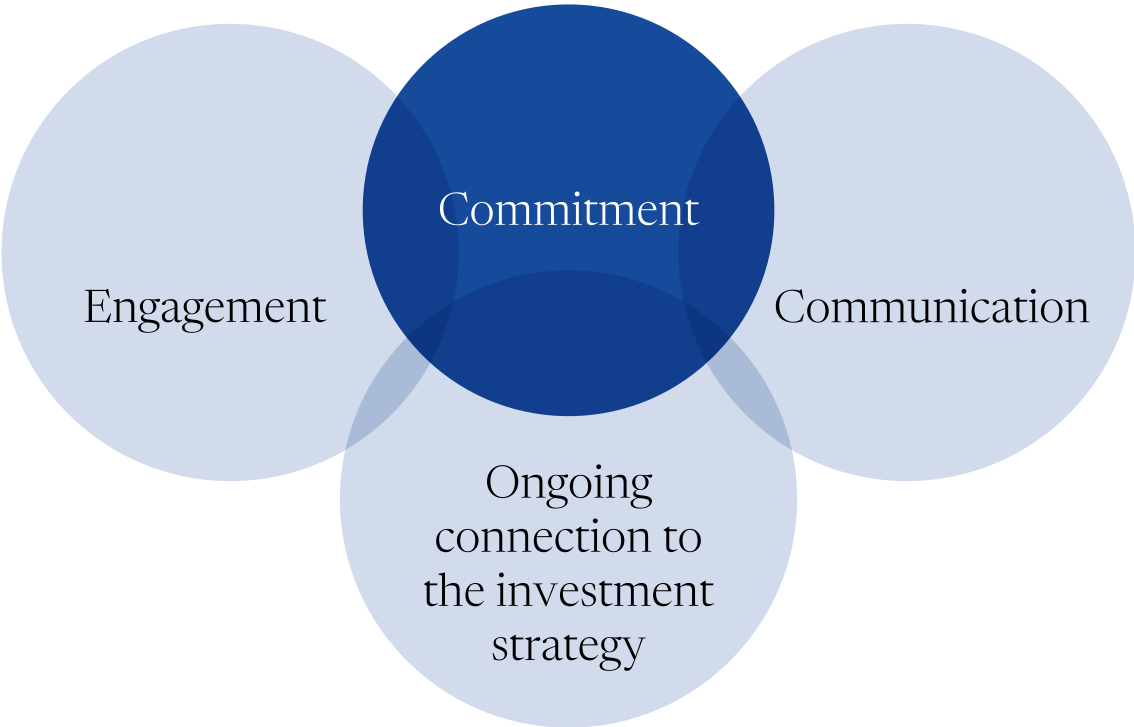
What our investment partners say

“In increasingly complex and volatile markets, clients value knowing their portfolios are being actively governed, implemented consistently and able to respond to changing conditions. That ability to act decisively can play an important role in helping clients remain confident and invested over the long term.”

Tom Schubert, Drummond Capital Partners

“Managed accounts can support more consistent portfolio implementation, improved governance and more effective client communication – ultimately contributing to better client outcomes.”

Hugh Holden, Evidentia Group



Commitment

Clients want to stay focused on their long-term plan, even as markets change.

Commitment is supported by three key elements: **engagement**, **communication**, and **ongoing connection** to the investment strategy.

Managed accounts can support this by creating a more connected and engaging investment experience, helping clients remain engaged with their portfolio over time.

Regular communication and reporting play a key role. If you are with a leading provider clients will receive timely updates and clear explanations of portfolio changes, helping them understand not only what is happening, but why decisions are being made on their behalf.

This aligns with investor research which suggests communication remains an undervalued driver of client retention, with investors placing significant value on clarity, responsiveness and accessibility.[1]

This ongoing visibility helps reduce uncertainty and reinforces trust, particularly during periods of market volatility when clients may otherwise be more likely to react impulsively.

Access to portfolio insights and manager commentary delivered in a clear and accessible way also helps bring the investment process to life, enabling clients to stay connected to their strategy between adviser interactions.

Together, these elements support stronger client engagement, making it easier for advisers to guide conversations and help clients remain focused on their long-term objectives.

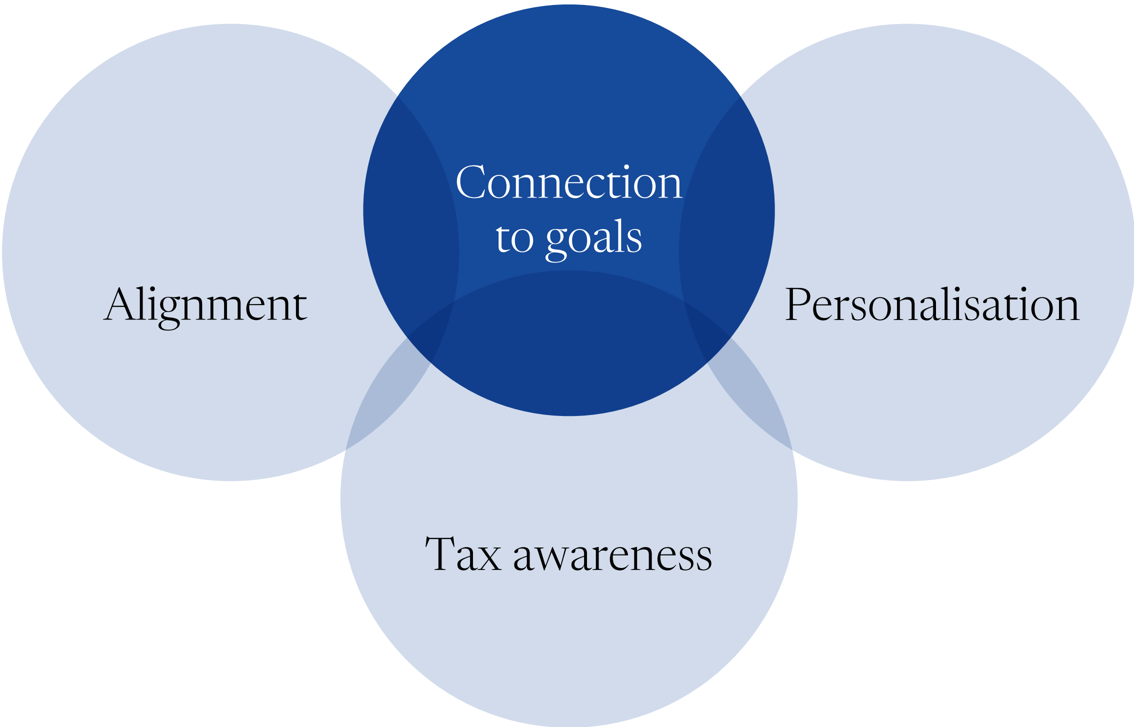
Over time, this supports more consistent behaviour, helping clients stay invested and committed to their strategy through different market cycles.

What our investment partners say

“One of the most important drivers of investment outcomes is helping investors remain invested through different market cycles. Managed accounts are an effective way to support this by enabling clear, timely communication and allowing advisers to spend more time on client engagement.”

Sophie Temperton, Innova Asset Management

1 State Street Investment Management Center for Investor Research, *Model Portfolios: Adaptive Solutions for Advisory Growth*, March/May 2025, p.5.



Connection to goals

Clients want to know if their investments are aligned to their individual goals, circumstances, and long-term objectives.

Connection to goals is supported by three key elements: **alignment**, **personalisation** and **tax awareness**.

Managed accounts support this by enabling portfolios to be more closely aligned to client objectives, rather than applying a one-size-fits-all approach.

Portfolios can be customised to reflect individual client needs, including differences in life stage, income requirements, and risk tolerance.

Managed accounts can also support more tax-aware implementation, with investment decisions reflected at the individual client level rather than across a pooled structure. This allows portfolios to be managed in a way that is more closely aligned to each client's broader financial position.

This makes it easier to consider investments in the context of a client's full financial situation and supports a more integrated approach to advice, whether a client is focused on accumulation, retirement income or intergenerational wealth transfer.

What our investment partners say

"Our own research shows that clients place enormous value on having a trusted adviser who understands their goals and helps them stay on track. Managed accounts support those relationships by providing a more personalised and transparent investment experience, allowing advisers to spend more time focused on client outcomes."

Neil Rogan, Russell Investments

What to look for in a managed account solution

While managed accounts can support strong client outcomes, the way these outcomes are delivered can vary across providers.

Understanding what differentiates a high-quality managed account solution can help advisers assess how well a particular offering supports their clients' needs.

Key considerations include:

- Clear and transparent reporting to support client understanding
- Consistent portfolio implementation and rebalancing over time
- Strong governance and oversight of investment decisions
- Timely communication and access to manager insights
- Ability to align portfolios to individual client goals and circumstances
- Tax-aware implementation at the client level
- Breadth of investment options and access to diverse strategies
- Cost-efficient implementation and platform capability

"There's a perception that managed accounts cost clients more. The data doesn't support that. Around 40% of advisers report managed accounts deliver lower total costs for comparable clients, with only 12% seeing higher costs. Add to that the tax efficiencies around CGT and franking credits that a third of advisers cite, and it's a compelling value proposition for clients, not just advisers."

Julian Cappe, Head of Research, Investment Trends

How CFS supports this approach

At Colonial First State, our managed accounts offering has been designed to support the key capabilities outlined above, bringing together governance, implementation and client engagement in a way that aligns with adviser and client needs.

An illustration of how these capabilities are delivered in practice

What to look for	How CFS supports this
Clear and transparent reporting, with digital tools and client-friendly updates to support understanding	Digital Reporting Hub with client-friendly tools and updates via secure portal and mobile app
Consistent portfolio implementation and rebalancing, ensuring portfolios remain aligned over time	Automated rebalancing and timely execution of portfolio changes across all clients
Strong governance and oversight, including ongoing monitoring of portfolio managers	Defined Responsible Entity oversight and ongoing portfolio manager monitoring
Timely communication and access to insights, supporting more informed client conversations	Regular portfolio updates and manager commentary in clear, accessible language
Alignment to client goals and circumstances, through flexible portfolio construction, including tailored and customised managed account solutions	Flexible portfolio construction tailored to different client needs and life stages
Tax-aware implementation, supporting more personalised outcomes	Individual cost base tracking and client-level tax outcomes
Breadth of investment choice, with a range of portfolios across asset classes and strategies	275+ portfolios across asset classes supported by 45+ investment partners
Access to global markets, supporting portfolio construction beyond domestic exposures	International managed account capabilities supporting diversification beyond domestic assets
Cost-efficient implementation, supported by scalable solutions and competitive fee structures	Competitive fee structures and platform efficiencies, including low or zero admin fee options through Accelerate

Together, these capabilities support a consistent, transparent, and outcome-focused investment experience for clients, while enabling advisers to deliver high-quality, scalable advice.

So what?

Managed accounts can support stronger investment experiences and client outcomes.

For clients, they offer confidence that portfolios are constructed and maintained with discipline and intent. For advisers, they can support a greater focus on clients' long-term goals and other financial needs, such as estate planning and insurance.

This alignment supports stronger conversations, better decision making, more resilient behaviour across bumpy economic cycles and ultimately a better client experience over time.

What our Investment Partners say

"Managed accounts are transforming how advisers deliver value to clients – supporting stronger outcomes, greater consistency and more scalable advice delivery."

Al Clark, Head of Investments, Colonial First State

The bottom line

Managed accounts are no longer just a portfolio implementation tool. They are becoming a foundational way for advisers to consistently deliver their investment philosophy in practice.

When structured and used effectively, they can support the outcomes clients value most: confidence in decision-making, clarity in how their investments are managed, consistency over time and a stronger connection to their long-term goals.

For advisers, this creates the opportunity to focus more deeply on what matters most and that is guiding clients, supporting behaviour and delivering strategic advice.

The opportunity now lies in clearly articulating this value and connecting the the structure and capabilities of managed accounts to the real outcomes they help deliver to clients over time.

Start a conversation on managed accounts today

Whether your clients have simple or sophisticated needs, CFS has a complete managed accounts solution. To learn more about CFS Managed Accounts and how they could benefit your clients, please contact a BDM or visit our website for helpful resources, case studies and support tools.