

financial 1st



Minister of Human Resource
YB TUAN
M.KULASEGARAN

SPECIAL FEATURE

Is your Money Save in the Bank ?

SECURITIES COMMISSION

How-to: Match your Unit Trust Investing with your Risk Appetite

SHARIAH FINANCIAL PLANNING

Shariah Aspects & Practical Approach



Honourable Commendation for Financial Planning Awareness Programs
Wen Hui Award for Educational Innovation 2014



From Tied Insurance Agent To Financial Adviser's Representative

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As I was born in the 80s, I am a Gen Y and am just like many of the Gen Ys who do not prefer a desk job as they see it as much less challenging and as boring. I dislike being in a 9 to 5 job. Meeting John Chan in 2012 who became my mentor and leader has made me more fortunate than most of the Gen Y as this helped me make the right choices. Without much resources, I became a full-time life insurance agent. This allowed me to find the mission of my life and a career I'm passionate about. I hold very strongly the belief that every family needs protection to enable them to retire with dignity, let their children pursue higher education, have first-class medical treatment, and ensure the family gain from the inheritance of wealth.

Moving Towards the Path of Excellence

Although I reached a small milestone in my six years of hard work in my journey as an insurance agent, when I reviewed my mission, I found I faced limitations as a life insurance agent. I had no way to help people around me to get proper and holistic financial advice. Things then changed in 2017. With the encouragement of my great mentor, John Chan, decided to pursue the RFP designation which I successfully obtained. This year, 2018, is a turning point in my career, as I have officially become a Bank Negara Malaysia Approved Financial Adviser's Representative and obtained my Capital Market Service Representative Licence in Financial Planning from Securities Commission Malaysia. Finally, I have realized the earlier mission I had in the FA industry.

During my time as a life insurance agent, I could only recommend protection and/or endowment policies to my clients, which is a single perspective and from a single life insurance company. I could still achieve my sales target with my professionalism and credibility, but I couldn't really provide my clients with holistic financial advice due to the limitation of choices. Now, as an Approved Financial Adviser and Licensed Financial Planner, I can help my clients by recommending holistic advice. I guess I could be called a 'Financial Doctor'. This is because Financial Advisers are not biased but



serve our clients' best interests by designing financial solutions, combining the best and most suitable financial products across multiple financial institutions according to their needs, risk tolerance profiles and ultimate goals. As result, with the same pool of clients I can even create much higher business revenue, a relatively very high closing ratio and most importantly, I earn my clients' respect and gratitude, which contribute to the most valuable element – service satisfaction.

After graduating, I read about and began to adopt the most practical financial strategies from the United States, the United Kingdom and Singapore to help more families in three ways:

- i. To reduce their liabilities
- ii. To multiply their life value and wealth accumulation
- iii. To unlock their 'lazy assets'

Recently, Bank Negara and Securities Commission have been advocating and promoting the FAs industry, and the numbers of FARs and CMSRLs are rapidly increasing. I am convinced that in the next ten years, FAs will be the mainstream in the financial services industry. I am glad that I have completed the professional transformation in advance and have become among the early movers in this industry. I make the promise to continue my contributions to the FA industry and realize my mission to help clients to gain from proper and holistic financial planning.