

Here are real sales letter promotions we've written for clients.

Bryn Systems – Software Developers

Phill Kenny of Bryn Systems writes software to connect Exporters to Shipping Lines.

Here's what he had to say...

Bryn Systems is a software development house and consultancy specialising in EAI and B2B integration solutions using MS-BizTalk.

We're very good at what we do – but being technical people, often have difficulty explaining to prospects why they should use us.

Recently we wanted to promote a software system that helped exporters automate their forwarding instructions to shipping lines.

Even though the system was free to the exporter, the challenge lay in getting their staff to switch over.

Rashid Kotwal worked with us to create a promotion which included an incentive for exporters to switch.

He helped us "do the maths" to ensure the promotion would be profitable.

The results?

So far the promotion has paid for itself. We got 4 clients on board including reactivating an old one.

As I'll be using this promotion (and variations) on an ongoing basis (every 6 months), I know I'll get an even better return on my investment.

*Rashid was very responsive to our requirements, his consulting was invaluable and I would highly recommend him. **Phillip Kenny, MD, Bryn Systems, Melbourne.***

The letter is below:

Dear <First Name>

**Still sending Forwarding Instructions
manually?**

I'd Like To Give You Two [Gold Passes/La Premier] Tickets Valued at \$66 Just For Trying Out Our FREE, Automated, Paperless Forwarding Instruction System...



Let me explain...

As an exporter if you're still using manual systems to send Forwarding Instructions to the shipping lines you use, you're wasting time and money.

Why?

You know it's critical that shipping companies get your Forwarding Instructions accurately and on time. After all, your money is riding on this.

However, if you're still using a manual or email system to get your orders through, you're leaving yourself open to problems...

- **Emails don't always get through.**

Like or not, stuff sent on the public internet does go astray – more often than you think. And Murphy's law would say that the more important the order, the greater the chance of it going into a black hole somewhere.

So a Forwarding Instruction you think you've sent, never arrives, and the ship literally leaves without you.

- **The shipping industry estimates that data entry errors occur in 75% of documents** when they're being manually transferred from exporter instructions to the shipping system.

This means documents are sent backwards and forwards being corrected, wasting considerable time for both parties.

All of which means orders potentially go astray and it takes longer for you to get paid.

Think it won't happen to you?

Here's a sorry tale of woe from an exporter who was manually sending Forwarding Instructions...

Two days before the ship sailed, the Exporter manually sent Freight Forwarding documentation to the shipping line (one of Australia's largest).

As no confirmation came back from the shipping line, the exporter duly followed up, only to be told that the shipper had never received the documents. And as there was no automatic receipt mechanism, there was no way for the exporter to prove the instructions had been sent in the first place.

One day wasted!

The exporter managed to get a replacement set to the shipper on the day of sailing.

The shipper keyed in the order (in their off-shore, outsourced processing centre) and sent back a draft which had to be corrected NINE times, leading to a two week delay before the importer's bank would release the money from their escrow account. Two weeks while the exporter had to wait for around \$160,000!

And it didn't end there.

The ship arrived before the documentation was correct – so the four containers couldn't be released and the importer ended up being charged a detention fee of around \$50/day per container, by the stevedore terminal in Singapore.

And it could all have been easily prevented by using our BabelBridge system!

Two clicks and your Forwarding Instructions are guaranteed to get correctly transmitted to ANY shipping line you use.

You'd know with absolute certainty that the shipping company has received your instructions, because you'll get an automatic receipt.

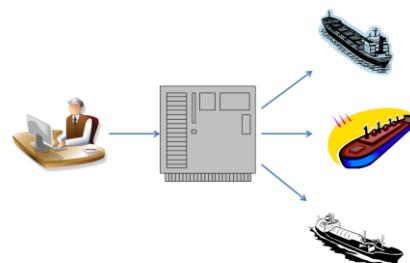
The shipping company sends you back the draft Bill, you okay them and immediately get sent the full Bill which you can present to your bank enabling quicker payment.

Your goods get sent faster, your buyer's are happy, and you get paid on time.

And the best part is, automating this process won't cost you a cent.

As a user of our Export-It software, you can have this functionally enabled within a couple of hours.

And from then on, all your Forwarding Instructions will automatically go to your shipping companies at the press of a button, accurately with guaranteed receipt.



Now this functionality alone should be enough to get you to switch. But I know what it's like to have to change your way of doing things. So here's an incentive to give the new method a go.

1. Implement our automated document transfer system (it's painless, I assure you).
2. Use the system for at least 2 transactions before (DATE) and we'll give you two [GOLD PASSES/LA PREMIER ETC] tickets to [CINEMA] as our way of saying thank you for giving it a go.

You have nothing to lose and everything to gain.

Ring me on 1300 909 558 to arrange implementation. Alternatively fill out the FAX BACK Coupon attached and send it to 03 8678 1731.

Warm regards,

Name.

P.S. We really would like to send you 2 [GOLD PASSES/LA PREMIER ETC] tickets, so please do take advantage of us and start using our automated system. Remember, it won't cost you a cent and could save you a whole lot of grief.

**Please fill out your details
and**

Fax Back to 03 8678 1731

Yes – I want to try out your FREE, Automated, Paperless Forwarding Instruction System and receive Two [Gold Passes/La Premier] Tickets Valued at \$66.

Name: _____ Title: _____

Organisation: _____

Address: _____

Suburb: _____

State: _____ Postcode: _____

Phone: _____

Email: _____

Imaje Events

Imaje Events are a one stop shop corporate event manager in Melbourne.

One of their offerings is a corporate hospitality suite at the AFL in the Melbourne Cricket Ground.

As the AFL season is about to commence, Imaje Events asked us to rewrite their promotional emails.

Here's what we came up with:



Subject: What will you be remembered for?

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Dear ExampleContactFirstName,

Are you looking for a different way to connect with your prospects and clients and form deeper relationships with them?

Maybe you want to reward your staff for a job well done.

Life is all about shared experiences... Long after the sale is made and the product produced, people will remember how you treated them.

So if you love going to the footy, what could be better than sharing the experience with people you value in the exclusive surrounds of your own corporate suite at the MCG!

Forget queuing to get into the ground, bag searches, sweating in summer, freezing in winter, sitting on uncomfortable seats, queuing for the toilets and lugging your own food and drinks.

Instead, entertain your guests in style in your own cool, spacious and extremely comfortable corporate suite. They'll love you for it and remember you for years to come.

As part of our corporate hospitality packages, you and your guests will be treated to:

- **Individual armchair seating behind a retractable glass window**

Soak up the atmosphere, the sights, sounds and smells. Listen to the crowd roar or groan. Feel the fresh breeze on your face. And sit in comfort and style while being waited on hand and foot by your own stewards.

And if the weather's inclement, close the glass windows, stay dry and warm, and watch the game in comfort.

- **A choice of Menus that will suit any budget**

Have you ever been to a function where the atmosphere was great, the service wonderful and the venue superb? And then the food came out – and you found yourself looking at positively unappetising fare?

Sort of ruins things doesn't it!

Well, with our corporate hospitality suites you never have to worry about the quality or presentation of that essential element – the food.

World class chefs prepare menus that will suit any budget and you can rest assured of the quality (and the quantity), so you and your guests will never go hungry.



- **Need some lubrication to get things going?**

Naturally we offer a full selection of fine wines, beers, and spirits that cater to any taste.

And the best part is you can enjoy a drink or two in real glasses and not the plastic cups you'd be forced to use if sitting in the crowd.



- **Want a more formal setting?**

We offer a Black Tie steward service for when you really want to impress your guests. So you get to sit back in style and not lift a finger, knowing that everything's taken care of

- **Complimentary AFL Record Magazine**

Originally published in 1912, and a weekly readership of over 200,000 people, the "Footy Record" is arguably the most loved and read football magazine in the country.



You and your guests will each have your own copy so you can keep up with all the latest news on game day.

- **Exclusive Ground and Corporate Suite Entrance**

Which would you rather do... Stand in the heat or cold in a long queue with 100,000 other fans, or be whisked through your own ground and corporate suite entrance?



Our corporate suite packages give you exclusive access, so you can get in, and relax with your guests.

And as the host, you'll also receive a car park pass for yourself, ensuring you get there with a minimum of fuss.

- **Closed circuit TV**

Never miss a moment of the game or a replay. You'll have your own large screen TV right there in your suite.

- **Private Amenities**

You don't want to miss a moment of the game, but nature calls. Private facilities mean you're never far away and never have to queue.

Here's what another satisfied client had to say...

"...We invited several clients to a match. I would like to express my thanks for the superb organisation of the evening and the event. The staff were very helpful and attentive. The food was exceptional and ample on portions and the wine and drinks flowed freely which greatly assisted with our enjoyment of the match.

This was an important part of our marketing and entertainment, done on a small budget. The venue and event meant total enjoyment by my clients and a further ongoing bond every time we speak with them."

Tom Hudson, Managing Director, Hudson International Marketing.

ExampleContactFirstName, you can have all this and absolutely wow your guests for less than you think.

Your investment is calculated on a per head basis and depend on the game category.

So...

'A' Graded Games are \$220.00 per person
'B' Graded Games are \$180.00 per person
'C' Graded Games are \$120.00 per person
"Lounge" menu starts at \$140.00 p/person including drinks.

Now you may be thinking, \$220 per person is expensive, so let's put this into perspective. What marketing could you do for \$220 that would make your clients feel as valued and important, and more importantly leave a lasting memory?

Sure, you could send a hamper or bottle of wine, but everyone does that. Spending time in fun, shared activities with your clients will deepen your relationships and lead to far more business in the long term.

ExampleContactFirstName, time is ticking. The season is starting and rooms get booked fast.

So if sharing the experience of the AFL is important to you, pick up the phone and give me a call on **03 9598 7744** so we can get started with designing a package which will "wow" your guests.

You can also email me at natalie@imajeevents.com.au

Kind Regards

Natalie Carter

P.S. Don't delay, suites do get booked out fast, so please call me to discuss entertainment options. [Click here](#) for more information and to download a PDF of the 2011 AFL Graded Fixture.

Planning a conference? Worried about how you're going to put it all together, manage the venue, accommodation, travel, food and entertainment?

Let Imaje Events handle it all for you.

Dear Conference Planner

Whether you're organising a small local conference for your board of directors, an incentive-based sales/conference program to the latest overseas destination for your sales department, or an international study tour for your dealer network, there's a lot of work involved.

You have to select a venue, organise accommodation, travel, catering, entertainment, registration, themes, speakers, audio/visuals, insurance, all while doing your own normal day job!

No wonder it can seem overwhelming.

And it's not your fault.

Organising conferences is complex with myriad activities that need to be coordinated so the event is a raging success.

So here's where Imaje Events can relieve your stress and have you look good.

Let's take each aspect in turn...

a) The Venue

Dealing with venues all over the world gives us a unique ability to recommend appropriate facilities for your conference. We know an individual venue's strengths and weaknesses and make sure you select one that will cater to your needs.

Venues have two rates – one for the general public, and another for “the trade”. Our relationships allow us to negotiate more favourable rates and conditions with them.

We're also get better rates and manage any equipment you might need from the venue.

And finally, if you've ever organised an event, you know how hard it can be to find the right staff at the venue to make sure everything runs smoothly. We take care of all that so you just have to turn up and have a great conference.

b) Food & Beverages

One of the most talked about items at any event is the food. Get it wrong, and no matter how great everything else is, people will complain, and loudly.

We work with you to arrange great and diverse menus that cater to all tastes (just ask a vegetarian how difficult it can be to find something at a conference), while staying within your budget.

At the event, we work with the caterers to ensure the food service runs smoothly.

c) Travel and Accommodation

If your conference is out of town or you have people coming in from other locations, you'll need to organise travel and accommodation.

We can arrange travel, ground transfers and accommodation. We monitor room bookings and confirm every delegate's travel and accommodation requirements, taking the stress off your shoulders.

d) Registration

Keeping track of who's registered and where they are can be a nightmare. We provide a full registration service – both off-line and on-line, so you'll know the exact status of every delegate.

We also answer email and telephone enquiries on your behalf and produce confirmation notices for delegates.

e) Speakers

Should you want external keynote or session speakers, we can help you find them. We have good relationships with speaker bureaus and can book speakers and negotiate fees on your behalf.

We'll also arrange a speaker's travel, accommodation and audio/visual requirements as well as any other production support they may request.

f) Conference Accessories

Many conferences have themes. We work with you to develop themes and conference logos.

We can coordinate the design, production and distribution of all conference brochures, programs, and other printed materials – e.g. Invitations, badges and menus.

And if you need specific accessories like Satchels, we can arrange these as well.

g) Pre and Post Touring and Accompanying Partners Programs

Local tours and activities for both delegates and partners can round off a conference. We arrange and manage all sorts of tours and other entertainment activities in the area.

h) On-Site Management

Once the conference is in full swing, the last thing you need is to have to run around making sure the right things happen at the right times... i.e. the food arrives on time, the audio/visual is set up, different rooms are available when necessary etc.

We provide highly experienced on site staff to liaise with all the other providers making sure everything runs smoothly.

i) Event Suppliers

Conferences often involve a number of different suppliers. There's the venue, catering, audio/visual, accessories etc.

We coordinate and manage all the external suppliers to make sure the right thing gets done at the right time and nothing slips through the cracks.

j) Administration

We work together with you to ensure the conference is a success. So we arrange and attend production meetings with your staff and external suppliers to get things happening.

We can also arrange Insurance at competitive rates.

Part of our service includes post-event evaluation, where we survey delegates to get their feedback.

k) Budget and Cash Flow

Budgeting is a crucial element in the planning. We work with you to prepare a suitable budget and monitor cash flow and provide you with updates.

As you can see, creating and managing a successful conference is not trivial.

So if you're planning a conference, give us a call at Imaje Events and we can take the load off your shoulders.

You can reach us on **03 9598 7744**. Ask for Natalie Carter or Michelle Collins.

You can also email your enquires to natalie@imajeevents.com.au

Kind Regards

Michelle Collins.

Sanober Bulsara is a Certified Financial Planner.

One part of her practice involves helping clients buy property through their own Self Managed Superannuation Fund.

Here she primarily acts as a project manager for the client – someone who ensures all the right paperwork gets completed so that her clients can access funds from a lending institution faster.

At her request we also wrote two letters explaining her services that she could hand to referral sources like accountants.

This is what she had to say...

You are A GREAT WRITER and I like the way the documents reads and flows.

All three letters are below:



Investing in Property?

Buy It Through Your Self Managed Super Fund And Enjoy Major Tax Benefits

Dear fellow Investor,

If you have a Self Managed Super Fund (SMSF), did you know you could invest in property through the fund?

No? Well changes to Federal Legislation in 2007 mean your SMSF can invest in both commercial and residential property. And even more importantly, borrow the money from commercial lenders.

So why would you want to use your SMSF rather than buying property in the traditional manner?

The simple answer is minimising your tax bill and eventually removing it entirely!

Let me explain...

Income generated in your Super Fund is taxed at a flat 15%, compared to a top marginal tax rate of 46.5%. So right off the bat you save up to 31.5% in tax – which means more money in your retirement fund – rather than the Government's coffers.

And it gets better!

You don't just win on the way in. You get tax advantages on the way out too.

If you decide to sell the property before retirement, you'll only be up for 10% Capital Gains Tax (rather than up to 46.5%).

And once you retire, not only will any rental income be entirely tax free, but you won't fork out for Capital Gains Tax either.

You also get a couple of other major benefits when purchasing property within your fund.

- Assets in funds are given more protection from creditors. So should you hit difficult times and cannot keep up mortgage payments, a lender will only be able to repossess the property, and not touch your other assets within the fund.
- As the fund is a separate legal entity, money borrowed through it won't affect your personal capacity to borrow, which gives you greater flexibility in your personal investments.

Convinced? Want to go ahead? I'll get to what you need to do in a second...

But first...

The rules governing self-managed funds are complex.

Property needs to be bought at "arm's length" using special beneficial and ownership trusts where the SMSF will have beneficial ownership of the asset while a trust has legal ownership.

You will need to set up a "Security Custodian Trust" that will hold legal title to the property.

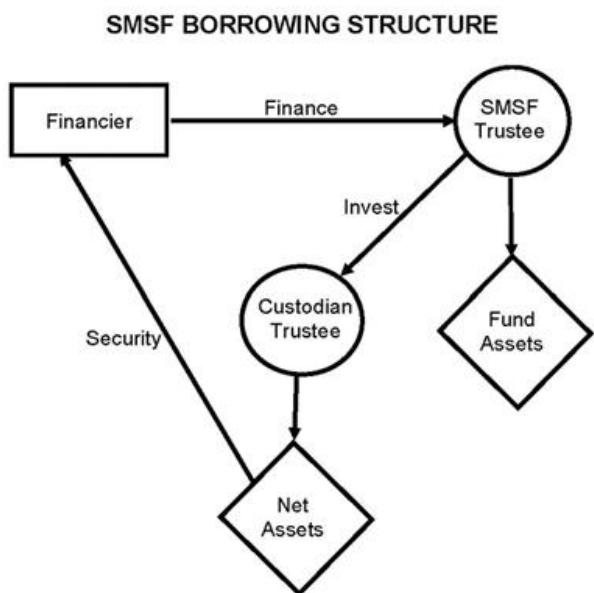
Now you can't be a trustee of the Custodian Trust as well as being a trustee for the SMSF, so you may need to set up a separate company to act as a trustee.

You may also need to amend your SMSF's internal rules and trust structures to a) allow you to borrow funds and b) be acceptable to the financial institution lending you the money.

Given the complexity, you may need to involve your accountant, solicitor, mortgage broker, real estate agent and financial planner in the process.

And you know what's it's like once a lot of different people get involved. You'll spend your time running around, getting the right documentation together, making sure the right person has the right information at the right time etc., etc.

And finally you'll want to set up a loan.



Financial institutions have far stricter requirements for documentation when it comes to approving loans within Super Funds.

Here's a partial list of the documents you'll need.

Documents required to process loan application

- Financials of the Super Fund
- Evidence of Initial Deposit in a cash account
- Rental Estimate for the property
- Proposed future and/or regular contributions to the SMSF by members

Documents required by NAB Legal

- Superannuation Trust Deed
- Copy of Company search for superfund trustee
- Deed of amendment (if applicable)
- Security Trust Deed
- Copy of Company search for security trustee if it is a company
- List names of guarantors
- Title search of selected property
- Copy of contract for Sale
- NAB Legal will prepare a 'Superannuation Financing Deed' which will need to be signed by The Trustee of the SMSF, The Security Trustee and All guarantors.



Information needed to establish the Security Trust

- Superannuation Trust Deed
- Preferred name of Security Trust
- Name of trustee of Security Trust
- Beneficiaries of Security Trust
- Name of Settlor (unrelated party who gives \$10)
- Name of Appointer of the Security Trust
- Proposed Lender
- Description of Property

Information needed for Property Conveyancing

- Proposed purchase price
- Draft contract of sale
- Details of any specific conditions or warranties to be included in contract

If that seems like a lot of paperwork, you're right.

And that's where I come in...

Simply put I take away your headaches!

As a Certified Financial Planner (CFP), who specialises in Self Managed Super Funds, I understand exactly what's required to get your loan through in the shortest amount of time.

"I thought I could do all this myself and that it would be easy to coordinate. What a mistake! After running around from pillar to post, chasing up my Solicitor and Accountant, figuring out what the bank wanted, nearly missing out on the property, I felt like screaming!"

I finally saw sense and asked Sanober to help. She got to work and sorted it all out in a jiffy. Her fee was one of the best investments I made." NAME.

Having worked for the NAB for over 22 years, I have an intimate knowledge of the Bank's processes and requirements.

Acting as your project manager, I work with your Financial Planner, Accountant, Solicitor, NAB Banker, Real Estate Agent and any other entities to ensure all the right documents get produced and processed seamlessly.

This means it could take as little as six weeks from finding your property to settlement. Do it yourself and you could take months.

So what's your investment?

My "giving you peace of mind" fee is a one off \$2750 inc GST.

With me as your project manager, you know that all the i's will be dotted and t's crossed. All the right activities will happen at the right time. All the relevant documents will be created and processed.



This means you get your loan approved faster, gaining faster access to investments in your super fund.

Your next step.

Give me a call on 02 8837 1804 or email me at
Sanober.Bulsara@nab.com.au so we can get the ball rolling.

Warm regards,

Sanober Bulsara CFP®
Senior Financial Planning Manager, NAB Financial Planning





Busy Accountants...

Do You Have Clients Who Want To Buy Property Through Their Self Managed Super Funds?

But you cringe thinking about all the paperwork and legal requirements...

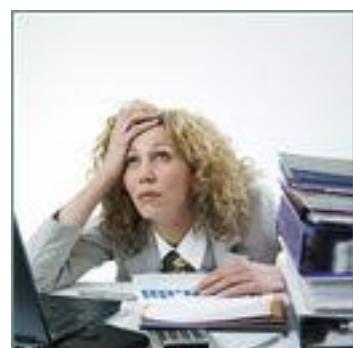
Dear [Name],

As a busy Accountant you're busy with compliance activities and don't want all the headaches involved with helping clients buy property through their Super Funds.

You know there's a lot of work involved in setting up all the legal structures, liaising with solicitors, financial planners, real estate agents and mortgage brokers.

And as your client's accountant, you just know they'll come and badger you to get it all happening.

But it's not your core business and you'd rather have someone take away the burden and manage the whole process for you. That way you'll have less stress and achieve a far faster result for your client.



And that's where I come in...

My name is Sanober Bulsara.

I'm a Certified Financial Planner (CFP) who's been with the National Australia Bank for the last 22 years.

But it's not in my capacity as a CFP that I'm writing to you today.

While I am an expert in SMSF's and their requirements, it's **my ability to facilitate and project manage the process of buying property through a SMSF** that will help you and your clients.

Let me explain how I can help...

You know how complex the rules governing self-managed funds are.

Financial institutions also have far stricter requirements for documentation when it comes to approving loans within Super Funds.

Depending on what structures your clients already have in place, they'll need to deal with you, their solicitor, financial planner, real estate agents and finally the lender.

And you know what's it's like once a lot of different people get involved.

Your client will spend all their time running around, getting the right documentation together, making sure the right people have the right stuff at the right time etc.

They'll get stuff wrong, all of which will dramatically add to the length of time it takes to get the property into the fund, leading to frustration, which they may well take out on you.

"I thought I could do all this myself and that it would be easy to coordinate. What a mistake! After running around from pillar to post, chasing up my Solicitor and Accountant, figuring out what the bank wanted, nearly missing out on the property, I felt like screaming!"

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Having worked for the NAB for over 22 years, I have an intimate knowledge of the Bank's processes and requirements. What this means for your clients is I know exactly how to get the loan through in the shortest amount of time.



This means it could take as little as six weeks from finding the property to settlement.

Do it themselves and they could take months.

No Conflicts of Interest

Now you may be wondering, are there any conflicts of interest? Will I try and upsell more services to your clients?

Let me assure you I won't. This service is a one off transaction. My role is simply to facilitate and project manage the buying of property through their SMSF.

You can of course access my expertise and network should you desire. After all, spending 22 years in the bank does provide connections that you could find useful.

So what's your client's investment?

My "giving your clients peace of mind" fee is a one off \$2750 inc GST.

With me as your client's project manager, you know that all the i's will be dotted and t's crossed. All the right activities will happen at the right time. All the relevant documents will be created and processed.

This means they get their loan approved faster, gaining faster access to investments in their super fund.

Next Steps...

I will give you a call to discuss how we may work together.

Should you have an urgent requirement, please call me a call on 02 8837 1804 or email me at Sanober.Bulsara@nab.com.au so we can get the ball rolling.

Warm regards,



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