

# YBR explores expansion path

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Financial services firm Yellow Brick Road (YBR) has signalled growth plans for 2010 with the firm set to significantly boost its financial adviser numbers.

“We intend to increase our branch numbers by 30 to 52 along the eastern seaboard by the end of the calendar year,” YBR chairman and co-founder Mark Bouris said.

YBR expected to expand its footprint to Western Australia and South Australia once its New South Wales, Queensland and Victorian businesses were running smoothly, Bouris said.

“We can’t recruit fast enough. We’re looking for senior paraplanners and financial planners and more so those who have broader industry expertise rather than specialist skill sets,” he said.

“Our general and life insurance business is also growing rapidly so

we are in need of more insurance advisers, and inquiries from mortgage brokers continue to come in as well.”

YBR launched a mortgage product last year and planned to roll out more mortgage and lending products this year as well, he said.

Late last month, Bouris and Fortnum Financial Advisers head Ray Miles announced they were also looking to select the best investment platform available in the Australian market, inviting providers to submit bids before 12 February.

Bouris and Miles said they were specifically seeking a universal managed account investment platform in order to provide individually managed accounts and separately managed accounts, which would increase tax efficiency and make it easier to provide quality financial advice to clients. «