

3AW finance guru Dominic Alafaci launches 100% independent online investment service

Old-world investing smarts (and integrity) meets new-world investing tech

In an Australian first, celebrated financial advisor Dominic Alafaci has launched the Collins House Online Investment Service, a 100% independent, online-only investment service that creates - and manages - dynamic investment portfolios based on an investor's personal financial situation, time horizon and risk profile.

Alafaci, who is approaching his 40th year in financial services, says he created Collins House Online to fill a major gap in Australia's investment landscape being the lack of low cost, independent advice that is in the client's best interest.

He also wants to help ordinary Australians and their kids get into the property market before it is too late.

"We've all seen what's been happening with house prices," says Alafaci. "It's sad to see the dream of owning a home slipping away. Add to that what's happening with the Banking Royal Commission and, frankly, customers are sick of conflicted advice and high fees."

"More and more, they're seeking the services of people they can trust with their money - and their futures, so it's not surprising that, increasingly, customers are actively seeking independent advice with no conflicts of interests.

"That's where Collins House Online comes in," he adds. "You can't just call yourself an independent financial advisor in Australia. You have to jump through lots of very difficult hoops to prove you are delivering financial advice that is in the client's best interests."

"We're proud to say that Collins House is one of only a few dozen licenced advisory firms that can legitimately call themselves 100% independent. So, you know that whatever advice we give is based on what's best for your hip pocket, not ours."

He adds that transparency is one of the biggest drawcards of Collins House Online. "We charge a flat monthly fee of \$25 to use our service and have negotiated some of the lowest wholesale brokerage and admin fees in the marketplace. There are no kickbacks nor conflicts of interest and we are not tied to any super fund, bank or life insurance company."

Another drawcard of Collins House Online is the fact it marries decades of investing experience with the latest psychometric based risk assessment tools.

"You can sign up for a no-obligation investment plan and the technology will create an investment strategy for you based on your answers to a number of questions around your lifestyle, priorities and aversion to risk," he adds. Collins House Online also helps those invest to take that dream holiday, pay for their children's education or save for other goals.

Once visitors enter the website, www.collinshouse.com and have answered a few questions, they can walk away with a detailed investment plan, free and with no obligation to invest. If you decide to invest, you will have access to your professionally managed personal investment portfolio, 24/7, via Collins House Online's easy-to-use interface.

“It’s just a new and simple way to enter the complex world of investing,” says Alafaci, who has witnessed first-hand the world of investment markets becoming more and more complex since 1984.

“If you’re not interested in the (impressive) tech behind Collins House Online, I guess all you need to know is that I created it to help parents assist their children own their own homes, something too many kids in this next generation will never otherwise have the chance to do.”

For more information, visit www.collinshouse.com

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