AMG FINANCIAL GROUP
WEALTH MANAGER OF THE YEAR

Principles, Values and Passion Proves Winning Formula

Not content with exceeding customers expectations, ARNOLD YEUNG Chairman and CEO of AMG Financial Group, wants to be a one-stop-shop for all your financial needs. Here's how. By MICHELLE SEVIOR

"Trust is the cornerstone of our success and it is our holistic approach that customers have grown to appreciate," says ARNOLD YEUNG Chairman and CEO of AMG Financial Group

"Everything we do comes from the heart. This is why we are focused on developing our core competencies, rather than expansion or diversification for the sake of it."

AMG Financial Group recently recorded 10 years of sustained growth in wealth management services. Developed by a team of experts with diverse professional backgrounds and experiences and share the same vision of delivering the highest international industry standards to the Hong Kong financial services market. AMG is a recognized and well-reputed independent financial advisor in a market that continues to record growth.

"AMG customizes financial services to the individual needs of their clients and it is this personalized, customer-centric approach that has resulted in growth of market share," explains Arnold Yeung Chairman and CEO of AMG Financial Group. "We started as an IFA offering wealth management products. Then went on to offering risk management services like insurance products and more recently, we began assisting clients with compliance to the Capital Investment Entry Scheme initiated by the Hong Kong government. Our most recent development is of course AMG Realty." AMG wins this year's Wealth Manager of the Year for its devotion to customer care, consistency in quality of service and focus on its core competencies.

Subtle Difference

How and why did AMG carve for itself

such an enviable reputation? “Everything we do comes from the heart. We see our customers as family, so each client is given personal attention that is not usually offered by other large investment houses. We spend time and effort to keep abreast each client. It is important to manage and customize expectations if you want to have a superior business relation and build customer satisfaction.”

Individual clients are offered a comprehensive range of high quality financial services and solutions, designed to meet their individual needs. This includes life, living and medical insurance, trust planning and offshore investments amongst many others, such as real estate services.

“What makes us different is probably the fact that we have more mature, experienced and industry-savvy financial advisers who are better positioned to understand the customer’s objectives, risks and expectations. We only provide proven products from established companies that we believe in, and we make it our business to know our customers even on a personal level.”

Customer Service

“Today, investors are more conservative and after the global financial crises, people have begun to appreciate that investments need constant monitoring. With giant financial institutions, investors do not get that same level of personal attention and this is the niche we fill and how we position ourselves,” says Yeung.

“This is why we spend time and effort to constantly upgrade the knowledge levels of our financial advisers who are then better placed to provide their customers with important news, views and analyses. We believe in disciplined approach and throughout the years, enormous resources have been put in advancing our information systems to improve the service quality of our advisers to clients.”

“We are not interested in being everything to everybody. It is important that our customers know that we are their strategic partner. We want to encourage discipline in investments and not foster a get-rich-quick way of thinking. This is a business of slow and steady gains and our customers appreciate this pragmatic approach. We truely believe that if our customers do well, we would benefit as a consequence and this is what brings in referral business and a wider customer base.”

“With news of financial turmoil in the Amercias and Europe, China’s rise as an economic superpower the whole global investment landscape is changing every minute. While this presents a host of opportunity, investors should also be wary of pitfalls from hasty or impulsive investment-related decisions. On the domestic side, we in Hong Kong have seen our own share of ups and downs recently and investors have grown understandably cautious of the quality of service providers. It is therefore up to us as a serious player and a responsible industry leader to embrace best business practices, and adhere to the compliance requirements of the Hong Kong regulators.”

Challenges Ahead

“Our greatest challenges will involve helping our customers to grow using a prudent approach to growing their money. Investor education and the quality of customer service will be crucial. Service providers keen on sustained growth will need to focus on long-term success built on increasing customer satisfaction. At AMG, our thinking is very clear. It is satisfied customers that will ensure the longevity and progress of our company and its success will be directly proportional to the investments we make in our people and the sincerity with which we serve all our customers. Being selected as Hong Kong’s Most Valuable Companies for 4 years in a row speaks volumes for our commitment to customer service. Come visit us and discover just how much of a difference we can make to your objectives,” concludes Yeung. ■

For additional information please visit **www.amgwealth.com**

安柏环球金融集团
「最佳财富管理公司」

宗旨、价值、热诚
安柏的成功法则

安柏环球金融集团主席暨行政总裁杨学超先生认为，单单超乎客户的期望并不足够，他们刻下的目标，是提供高质素的一站式财富管理服务，满足不同客户的理财需要。

安柏环球金融集团立足香港，其团队由具不同专业背景、专长和经验的人士组成，为客户提供世界级优质财富管理及金融服务。集团的业务过去十年持续取得增长，信誉昭著，备受推崇。

安柏的理财顾问会按客户的个别需要而设计合适的财富管理方案，一切皆以客户的利益为依归。集团主席暨行政总裁杨学超先生相信，这是集团业务能够蒸蒸日上的原因。「我们最初只提供储蓄理财产品，随着集团不断发展，我们提供的产品亦渐趋多样。最近，香港政府推出「资本投资者入境计划」，准许投资者及其合资格之家庭成员在港居住及就业。安柏为参与该计划的客户提供可靠、专业及细心的服务。不得不提的还有集团之专业房地产服务机构 — 安柏环球物业顾问有限公司，致力为香港、国内及海外客户提供最专业的房地产服务。」集团无论何时均以客为先，专心致志为客户提供高质素的财富管理服务，难怪会获选为本年度「最佳财富管理公司」。

与别不同

究竟安柏有甚么过人之处，令其得以突围而出？「我们做任何事都是从心出发。我们视客户如朋友，会投放大量时间用心去了解每一位客户的需要，我们对客户的关心，实非一般大型投资机构可比。事实上，我们必须要理解客户的期望，才能跟他们建立良好的关系，为他们带来满意的收获。」

因此，安柏为每一位客户度身设计全面的财富管理方案，包括离岸投资、储蓄理财、人寿、危疾及医疗保险、信托策划以及房地产等等服务。

「我们与别不同之处，在于拥有一支成熟、富经验、熟悉市场情况的专业财富管理团队。我们关心客户，了解他们的理财目标、风险承受能力和期望，所以能够从各大国际著名金融理财产品供货商中，为他们挑选最合适及最具创富功能之理财产品。」

安柏环球金融集团主席暨行政总裁杨学超先生：「客户的信任是我们成功的基石。」

顾客服务 贴心称心

「近年，投资者渐趋保守；全球金融危机之后，人们开始明白到密切监察个人投资组合的重要。跨国性大型金融机构难以为客户提供贴身的理财服务，我们正好填补这个缺口。」

「我们的理财顾问时刻装备自己，与时并进，务求能够第一时间为客户送上最重要的资讯、观点和分析。一直以来，我们均严守这套业务守则。我们更投放了大量资源去优化公司的信息系统，进一步提升服务水平。」

「我们尽量让客户知道，我们是他们理财的战略性合作伙伴。我们认为投资要有纪律，不会鼓吹投机。创富要循序渐进，不能一步登天，客户欣赏我们这种行之有效的务实作风。当然，若客户的投资有好的回报，我们亦会受惠於良好的口碑，这就是我们有这么多客户推荐的原因。」

「欧美市场动荡、中国崛起成为超级经济强国，国际投资环境因而变得更加瞬息万变。目前的局势无疑带来很多投资机遇，然而投资者必须要谨慎，不要因一时冲动而作出仓促的投资决定。香港最近亦经历了各种起跌，投资者在选择理财服务时应该格外谨慎。安柏作为区内具领导地位的财富管理及金融服务集团，除严格遵从各监管机构的法规外，亦紧守最高标准之专业守则。」

未来的挑战

「展望将来，我们最大的挑战将会是如何以审慎的态度，协助客户继续建立财富。加强对投资者的教育和提高顾客服务水平亦十分重要。要在金融服务业屹立不倒，业界要有长远的目光，持续满足客户的需要。客户满意我们的服务，我们才能更上一层楼。安柏连续四年荣获「香港最有价值企业大奖」及获选为本年度「最佳财富管理公司」，实在是对我们卓越的服务及多年努力的认同。来跟我们谈谈，领略我们与别不同之处，让我们助你达成你的财务目标吧！」■

如欲知悉更多安柏环球金融集团的资料，请浏览**www.amgwealth.com**。