THE AUSTRALIAN

DEAL

SEPTEMBER, 2023

BARRON'S

TOP 100 FINANCIAL ADVISERS 2023

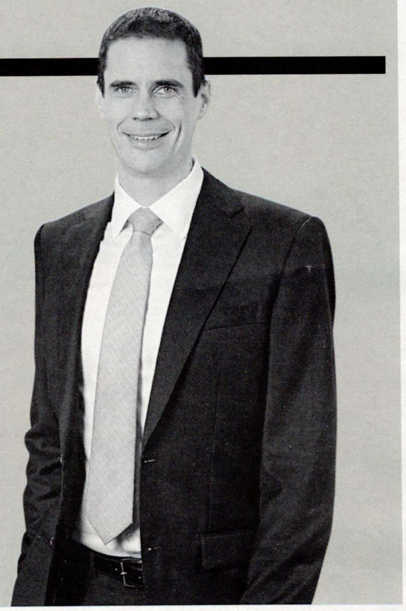
BRAVE NEW WORLD

THRIVING IN A TIME OF CHANGE

1,2,3... Garth Hu, Andrew Dunbar and Adam Stanley

#20 DAVE HAYDON

[redacted] Story by Tim Boreham



Cairns adviser Dave Haydon says a good financial planner is all about intelligence, integrity and energy.

"If our roles were reversed, I would want someone who was highly qualified and trusted with a good track record," he says.

"So I just set out to be that kind of financial adviser and it's worked well so far."

Haydon owes his interest in business and investing to his grandparents Gloria and Dudley, who owned a pharmacy in the Perth suburb of Mt Hawthorn.

"My nan would always tell me how they built business success by positioning the pharmacy within walking distance of three medical practices, staying open late and expanding into baby accessories," he says.

"I became fascinated in the business and eventually Nan encouraged me to apply for a job with my uncle's financial planning firm."

But familial links were not enough and Haydon was knocked back. Undeterred, he won his first job as an employed adviser with the Commonwealth Bank and 10 years later transferred to Cairns after marrying a local girl, Lisa.

[redacted]

Typically, he says, clients have sold a successful business or property down south in favour of a warmer and more relaxed lifestyle.

"Many of them have substantial financial assets following events as diverse as a major inheritance, divorce or even winning Lotto," he says. "Many of them had good careers and want to prepare their wealth to support a great retirement."

Haydon says he wakes up every morning with three words on his mind: "delight my client". "And how do you do that? In three more words: make them money."

Given most clients enjoyed double-digit returns in the last financial year, it's been a case of "mission accomplished". Haydon notes that US shares such as Microsoft, Berkshire Hathaway and (AI stock) Nvidia have done especially well.

For all his qualifications and experience, nothing could equip Haydon for the "smart, kind and dumb" strategy pursued by a client who had won millions in a lottery.

"He told me he wanted to invest 70 per cent of it smartly, spend 20 per cent on nice things for the family and spend 10 per cent on three limousines and a vacant block," Haydon says.

"I thought he had a start-up business venture in mind, but the reason was so he and his two best mates could play bumper cars in the limos as if they were kids again."

Haydon says with high inflation eroding the purchasing power of wealth, investing in quality companies with the ability to maintain profitability is as important as ever. He adds that rising interest rates can benefit clients by providing attractive risk-free returns, while they also have reduced the valuation of growth assets that might be attractive to buy.

When he isn't working, Haydon is on the Cairns golf course or enjoying the delights of the Great Barrier Reef: "All the fun stuff like jet skiing, snorkelling and visiting tropical islands."

BARRON'S

12. Chris Smith
2022 ranking: 26
VISIS Private Wealth
Brisbane, QLD
Years of planning experience: 23
Minimum account size: $1,000,000
Size of team: 12
Funds under advisement: $1,050,000,000

13. Ben James
2022 ranking: 10
Escala Partners
Melbourne, VIC
Years of planning experience: 26
Minimum account size: $5,000,000
Size of team: 7
Funds under advisement: $1,450,000,000

14. Cathy Ding
2022 ranking: 25
Morgan Stanley Wealth Management
Sydney, NSW
Years of planning experience: 6
Minimum account size: $5,000,000
Size of team: 16
Funds under advisement: $3,500,000,000

15. Mathew Cassidy
2022 ranking: 6
Partners Wealth Group
Melbourne, VIC
Years of planning experience: 22
Minimum account size: $1,000,000
Size of team: 95
Funds under advisement: $2,800,000,000

16. David Bedford
2022 ranking: 42
Pitcher Partners Investment Services
Docklands, VIC
Years of planning experience: 22
Minimum account size: $1,000,000
Size of team: 60
Funds under advisement: $6,200,000,000

17. Steve Collins
2022 ranking: 15
Escala Partners
Melbourne, VIC
Years of planning experience: 19
Minimum account size: $3,000,000
Size of team: 5
Funds under advisement: $750,000,000

18. Anita Beckers
2022 ranking: 22
Macquarie Private Bank
Broadbeach, QLD
Years of planning experience: 26
Minimum account size: $1,000,000
Size of team: 8
Funds under advisement: $1,500,000,000

18. Matthew Gartrell
2022 ranking: 22
Macquarie Private Bank
Broadbeach, QLD
Years of planning experience: 15
Minimum account size: $1,000,000
Size of team: 8
Funds under advisement: $1,500,000,000

19. Ben Forrester
2022 ranking: 12
Macquarie Private Bank
Sydney, NSW
Years of planning experience: 14
Minimum account size: $10,000,000
Size of team: 14
Funds under advisement: $3,223,825,675

20. Dave Haydon
2022 ranking: 53
[redacted]
Cairns, QLD
Years of planning experience: 10
Minimum account size: $750,000
Size of team: 11
Funds under advisement: $580,000,000

21. Kellie Davidson
2022 ranking: 36
Pitcher Partners Investment Services
Docklands, VIC
Years of planning experience: 19
Minimum account size: $1,000,000
Size of team: 60
Funds under advisement: $6,200,000,000

22. Matthew Donat
2022 ranking: 23
Koda Capital
Melbourne, VIC
Years of planning experience: 13
Minimum account size: $5,000,000
Size of team: 4
Funds under advisement: $1,500,000,000

23. James McGregor
2022 ranking: 16
Apt Wealth Partners
Sydney, NSW
Years of planning experience: 31
Minimum account size: no minimum
Size of team: 80
Funds under advisement: $2,719,657,000

24. Benjamin Kohn
2022 ranking: NR
Link Financial Services
Caulfield North, VIC
Years of planning experience: 22
Minimum account size: $1,000,000
Size of team: 15
Funds under advisement: $2,250,000,000

25. Phillip Gillard
2022 ranking: 44
Shadforth Financial Group
North Sydney, NSW
Years of planning experience: 24
Minimum account size: $500,000
Size of team: 8
Funds under advisement: $1,480,575,081

26. Chad Brendish
2022 ranking: 24
Morgan Stanley Wealth Management
Melbourne, VIC
Years of planning experience: 37
Minimum account size: $3,000,000
Size of team: 10
Funds under advisement: $2,050,000,000

27. Michael Muehlheim
2022 ranking: 84
Macquarie Private Bank
Sydney, NSW
Years of planning experience: 24
Minimum account size: $5,000,000
Size of team: 13
Funds under advisement: $2,100,000,000

28. Scarlet Fung
2022 ranking: 61
Morgan Stanley Wealth Management
Sydney, NSW
Years of planning experience: 23
Minimum account size: $2,000,000
Size of team: 4
Funds under advisement: $1,000,000,000

28. Andrew Hudson
2022 ranking: 85
Morgan Stanley Wealth Management
Sydney, NSW
Years of planning experience: 16
Minimum account size: $2,000,000
Size of team: 4
Funds under advisement: $1,000,000,000

29. Scott Girdlestone
2022 ranking: 21
William Buck Wealth Advisors
Sydney, NSW
Years of planning experience: 21
Minimum account size: no minimum
Size of team: 20
Funds under advisement: $1,457,000,000

30. Michael Ogg
2022 ranking: 20
Providence Wealth Advisory Group
Sydney, NSW
Years of planning experience: 23
Minimum account size: $5,000,000
Size of team: 20
Funds under advisement: $1,400,000,000

30. Grant Patterson
2022 ranking: 20
Providence Wealth Advisory Group
Sydney, NSW
Years of planning experience: 22
Minimum account size: $5,000,000
Size of team: 20
Funds under advisement: $1,400,000,000

31. Daniel Elias
2022 ranking: NR
Perpetual Private
Sydney, NSW
Years of planning experience: 6
Minimum account size: $5,000,000
Size of team: 7
Funds under advisement: $1,061,000,000

32. Robert Hand
2022 ranking: NR
Partners Wealth Group
Melbourne, VIC
Years of planning experience: 13
Minimum account size: $1,000,000
Size of team: 95
Funds under advisement: $2,800,000,000

33. Jarrod Broadbent
2022 ranking: NR
BlueRock
Melbourne, VIC
Years of planning experience: 27
Minimum account size: $300,000
Size of team: 8
Funds under advisement: $1,250,000,000

34. Charlie Fraser
2022 ranking: NR
Shadforth Financial Group
Brisbane, QLD
Years of planning experience: 22
Minimum account size: $500,000
Size of team: 9
Funds under advisement: $1,248,999,241

35. Ashley Davis
2022 ranking: NR
Shadforth Financial Group
Brisbane, QLD
Years of planning experience: 23
Minimum account size: $500,000
Size of team: 8
Funds under advisement: $1,232,315,702

36. David Simon
2022 ranking: 46
Integral Private Wealth
Sydney, NSW
Years of planning experience: 22
Minimum account size: $1,500,000
Size of team: 27
Funds under advisement: $1,550,000,000