



Amazing journey

Top broker Gerard Tiffen and Homeloans' Greg Mitchell are preparing for the ride of a lifetime

This November, *MPA* Top 100 Broker Gerard Tiffen of Tiffen & Co will once again set off on an epic trek. Tiffen will mount up for the 1,050km ride from Melbourne to Adelaide in the Future2 Wheel Classic, a charity fundraiser organised each year by Future2, the charitable foundation of the financial planning profession. Last year, Tiffen was one of the event's top fundraisers. Tiffen says the gruelling ride is actually a great way to network with other finance industry professionals, and he's hoping other brokers will join in.

"This will be my third year doing the event, and I was introduced to it through a financial planner I deal with. It's a bit casual and quite social. That's what got me into it in the first place. The financial planner I deal with in Canberra was part of it and dragged me along," Tiffen says.

"It's great for relationships. That's why I want to get a broking team together. I've just gotten so much out of it, I thought there might be brokers out there who ride bikes and they might want to be involved."

Future2 provides grants to help disadvantaged youth throughout Australia. The Future2 Wheel Classic, sponsored by AMP, has thus far raised \$420,000 for the charity, and Tiffen

says this year's ride will aim to add \$100,000 to that total.

Joining Tiffen for the second year in a row will be Homeloans general manager Greg Mitchell.

"It's great. Last year I dragged Greg along and we just had such a good time. It's very bonding," Tiffen says.

But Tiffen has extended an invitation to other brokers, and says it's time for the mortgage industry to make their presence felt at the event.

"This year it's time to give all the financial planners who take part a bit of a run for their money, so Greg and I thought we could get a broking team together to raise money for a great cause and network with Australia's best financial planners and great people living in Melbourne, Sydney, Perth and Adelaide," he says.

In spite of how daunting the journey may sound, Tiffen argues that it presents a good bonding opportunity, and that Future2 presents ample support to the riders.

"You get up and have breakfast, and you're on the bike by about 6:30 or 7:00. They have great support along the way. Future2 is a great group of people anyway," Tiffen says.

And the relationships forged along the way can continue to pay dividends for brokers in the future, Tiffen suggests.

"The guys that ride have been great to build relationships with from a business point of view. Even apart from it being a great community thing, there's huge potential to create relationships with some of Australia's best financial planners," he says.

Tiffen and his business have put charity at the forefront of their values. As Tiffen embarks on another Future2 ride, the business has also sponsored charity events in Canberra. Tiffen says this has helped raise the business's standing in the local community.

"I've had clients say they've called me because we sponsored the Walk for Prens. It may not pay off right away, but when they're looking for a broker they'll think of you," he says.

Tiffen encourages brokers to look for opportunities to give back to their own communities. He argues that community involvement is important for brokers.

"I truly think supporting the community is a big thing. Canberra is a bit different, but we try to support our community here as much as possible. It's important to be doing something in the community rather than just lining your own pocket. It's great kudos and it comes back to you tenfold," Tiffen says. **AB**

+

DID YOU KNOW?

\$114,000

Last year's Future2 Wheel Classic raised \$114,000

Source: Future2 Foundation