

## TOP 10 SITE FUNCTIONS

---

### CONSUMERS

1. Information - Access to 'members' only' data including product or service fact sheets.
  2. Financial resources – Including finance calculators for debt and mortgage repayments, periodic deposit savings, monthly deposit time and superannuation as well as industry articles, information and commentary.
  3. No obligation information source - Consumers can increase their understanding of the investment market without any pressure to purchase or make an investment decision.
  4. Comparison tool - Allows consumers to compare their current professional service providers with others. Online communication with other investors or members and industry professionals allows feedback and results to become transparent; highlighting the practices and expertise of the investment professionals and service providers.
  5. Blog forum – Enables consumers to post queries and receive answers from industry professionals and the financially savvy members of SuperInvestor.
- 

### INDUSTRY PROFESSIONALS

6. Direct client communications channel – Connecting directly with current, new and prospective clients utilising email, messaging and blogs to engage with the investment community.
7. Online advertisements – Financial service providers can publish information including company profile and contact details to a highly targeted audience; generating and enhancing their brand image to the public and other professionals.
8. Fact sheets - Industry members can publish fact sheets describing products or services relevant to investment, retirement savings and superannuation.
9. Demographic – SuperInvestor's digital presence targets a younger, wealth creating demographic, potentially widening the reach of company communications.
10. Cost effective - Media channel to market services and qualify prospects while providing an additional presence on the web.

For further information/ images/ interviews/ or free sign-up please contact:

Maria Gioffre  
The Taboo Group  
0433 143 340  
maria@thetaboogroup.com.au

Emily Sloan  
The Taboo Group  
0439 373 249  
emily@thetaboogroup.com.au