

Taking care of business

In a video interview, Anthonia Hui, CEO of AL Wealth Partners, tells of her experiences in the wealth management industry over the last 10 years and highlights how her firm has a snug fit in the space between custodian banks and clients



ANTHONIA HUI
AL Wealth Partners

HUI SAID: “In Asia, the concept of independent wealth managers is catching on and clients now want to listen to advice and in fact some go out of their way to seek this advice. We started out 10 years ago and have coped with all of the adversities... financial crashes and other setbacks ... to get where we are today, a firm that is trusted by both our clients and the providers that we deal with.

“We are their painkillers. Our clients are suffering from pain in various financial areas and we are the solution providers. We have the common sense and knowledge to find the solution that suits our clients and kills that pain.

“We have a structure in place to help clients design and implement their investment structure. We show them the benefits and the longevity of the investment. Others firms do not have this structure and cannot show the client long-term benefits.

“Our investment strategy has been successful over the last 10 years. We have proven to custodian banks that we can plug the gaps that they cannot provide to the client. We have got to this point through hard work to convince all stakeholders to have this fund structure.

“Now we have banks that come into our fund structure and use our platform because we are trusted by both these custodian banks and by our clients. We help the client to grow their wealth and we grow our business by going to the institutional side.”

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