

SOMETHING DISTINCTLY DIFFERENT

Adelaide's Marinis Financial Services group has taken a giant step forward into the cyberworld, launching a very creative and user friendly new web site – www.marinisgroup.com.au

As Managing Director Theo Marinis said, "We decided to do something Distinctly Different. We sat down and thought about what our clients wanted to see, not what we wanted to tell them.

"When you have a look at our new website, you will be surprised by the layers of easy to access, 'warm and friendly' information we have on it. We even go so far as to provide links to Lonely Planet, State Theatre and Taste – we want people exploring investing to appreciate that it is also about spending to buy a great lifestyle in retirement," said Theo.

Other innovations include showing a detailed map of how to find the Norwood office, along with the usual contact details, and an automatic email button which opens an electronic letter on your computer when the button is clicked.

The new Marinisgroup.com.au website will also house an extended version of the new quarterly newsletter.

"We recognised that not everyone had time to read lengthy articles, so we now direct our newsletter readers who want more information onto our website for a full version of the story. This way everyone gets an overview, but can find out more about a topic that really interests them," he added.

The Marinisgroup.com.au website is also a repository of excellent easy to read and understand articles written by the company both for the media and its client base on highly technical topics.

"When you click on the website you will see we run our original media releases and where copyright permits, the printed media out-take on the same topic," Theo said.

"These releases, along with our newsletter, are designed to inform our clients and the wider public, about highly technical issues in an easy to access way. We want all our clients to feel they have all the tools necessary to understand their tailored investment strategy and so they can enter an informed discussion with their planner."

One of the obvious differences, apart from the ease of navigation and the relevance of the information, is the amount of "people" information on the site.

According to Mr Marinis, the company's philosophy is to treat everyone involved in the business as part of the "family" – and by this he means both staff and clients.

"Marinis Group sets out to be Distinctly Different," he said. "We want all our team to be proud of whom they work for; we want our integrity to show through in all that we do. You will notice we talk about our family under the People section of our site, and we mean it!"

“Our aim is to treat everyone the way we want to be treated and it is obvious from the excellent feedback we receive that we are achieving this!”.

The new website was created by Ante and Angie from Adelaide based creative studio, Universal One described by Theo Marinis as a very unique and dynamic team who he hopes to continue working with over the coming years.

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For further information please contact:

Theo Marinis B.A., B.Ec., CPA., CFP®

Financial Strategist

Authorised Representative

T 08 8130 5130

F 08 8331 9161

M 0412 400 725

A 67 Kensington Road

NORWOOD SA 5067

E admin@marinisgroup.com.au

W marinisgroup.com.au

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