

Company: King Financial Group  
Name: Barry King  
Email: [wealth@kfgroup.com.au](mailto:wealth@kfgroup.com.au)  
Web Address: [www.kfgroup.com.au](http://www.kfgroup.com.au)  
Address: Level 1, 104 Burwood Road, Hawthorn VIC 3122  
Telephone: (03) 9999 2700

## Best Boutique Advisory Firm - Australia



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King Financial Group has been in the business of helping clients reach their goals for more than two decades. We caught up with Barry King to learn more.

King Financial Group work directly with clients to understand what is important to them, their dreams and aspirations and provide the expertise and support to help them reach their goals. Barry outlines this personal approach in more detail.

“Here at King Financial Group, we understand that no two people are the same which is why we work with you to help you realise your financial, business and personal goals at every stage of your life, from your first job, house, car, investment property and business through to retirement.

“We start on your journey with you and stay with you every step of the way because we see our relationship with you as a lifelong partnership, not a one-off transaction. For us, financial advice is not just about choosing products and investments. Our focus is about asking the right questions, listening to your hopes and concerns and turning those into realistic goals both now and into the future.”

Not only do the group have the right skills, training and experience on hand to provide clients with high quality holistic solutions, we provide advice tailored to your unique financial journey. Barry explains how this approach starts right at the beginning.

“Our plan, like our approach, is pretty simple. We start off with a conversation and a simple one pager that helps you to visually map and tick off what matters to you most now and into the future and how to get there. Our engagement process helps you work out what financial freedom you need to let you live the life you want, spend more time with your family and friends, educate yourself on how to get ahead and the kind of legacy you want to leave to protect your loved ones.”

As a final comment Barry outlines the firm's aspirations and expressed his optimism for a bright and opportunity laden future.

“Over the last 12 months we have positioned ourselves with an advisory board to advise myself, the CEO. This is developing the business and projects into the future in a strong and confident way. We are very enthusiastic about the future and the continual modernisation of our offering to our clients.”

