

SIMPLY THE BEST!

By Priscilla Gan, Great Eastern Financial Advisers

The Great Eastern Financial Advisers (GEFA) 2015 Awards & Appreciation Gala Night had a "simple" theme – Simply The Best!, borrowing from the title of Tina Turner's famous song. The theme was most apt as we celebrated and recognised GEFA's top achievers.

An energetic dance number performed by GEFA financial consultants from Advisors Clique and Advisors Alliance together with GEFA Chairman Kah Siang, Director Ben and CEO Jesslyn, raised the energy level of the special occasion.

The turnout was also the biggest since GEFA's inaugural Awards Night in 2013. Over the years, GEFA has grown steadily in strength to 700 financial consultants, making it the largest FA firm in Singapore. Noted GEFA Chairman Kah Siang in his opening speech: "This not only signifies the growth GEFA has achieved in terms of manpower, but also the coming together of the best financial consultants in the industry."

During the evening, 21 awards were given out for seven categories – Top Directors, Top Growth Awards, Top Managers, Top Financial Consultants, Top Rookie Financial Consultants, Top General Insurance Awards and Top Collective Investment Schemes. It was heartening to

see many new faces among the award recipients.

In her closing address, CEO Jesslyn encouraged all to strive on, be forward-thinking, to embrace and evolve with the rapidly changing industry trends in order to differentiate ourselves from our competitors, and to increase productivity.

GEFA is certainly well positioned to be 'Simply The Best!'

