

Winner of Excellence in Marketing International Adviser Best Practice Awards 2019

PRESS RELEASE

[10-10-2019]



We are thrilled to announce that Harris Fraser Group was awarded the **Excellence in Marketing** by [International Adviser Best Practice Awards 2019](#), and the firm attended their award ceremony at Hong Kong Island Shangri-La Hotel on October 10th.

Portion 1, 12/F, The Center, 99 Queen's Road Central, Hong Kong 香港中環皇后大道中99號中環中心12樓1室
T : (852) 2827 2278 F : (852) 2827 2283 E : info@harris-fraser.com www.harris-fraser.com

"Connecting with your target customers and helping them to understand your product and solution offerings are crucial practices to an advisor's business," says Clare Lau, Harris Fraser's Group Director and Private Wealth Leader. "It's also important to differentiate - know how your company and services can be different from the market."

"As Asian markets have matured and wealth has increased, there is a burgeoning affluent client base. These potential clients include high-net-worth individuals, family offices and corporate clients, and they are open to different forms of wealth management. Since their needs could be very different, investigating client segmentation and offering them the services and solutions they require are more thoughtful strategies than simply increasing the prices and fees pressure. This leads to more tailor-made products, optimal segment-specific strategies and varied pricing. This year, Harris Fraser has successfully established a new business segment to provide Private Wealth Management services to affluent individuals."

Harris Fraser's Head of Marketing Jay Cheung notes that Harris Fraser's services were fundamentally different from other firms: "Differentiation is essential because you do not want to wind up looking and sounding just like everyone else. The challenge now is how can we find the most efficient way to communicate our difference and value with our audiences in such a competitive market?"

"The launching of our new business **Harris Fraser Elite** required an accompanying marketing campaign in order to inform the target audience about the distinction between the Private Wealth Management services it offers and other financial services offered by Harris Fraser. Our new business is called Harris Fraser Elite, it affirms its association while clearly alluding to its target clientele. The launch was just the beginning of the exciting journey."

Winning the award validates our business value proposition and strategies. We are thankful for receiving the 2019 International Adviser Best Practice Awards and we appreciate the comments from the judges - "strong positioning for a new 'Elite' client proposition and some good ideas that have been well put together". We'd like to thank you for our colleagues' sweat and tears as well as our clients' supports.

For more information about Harris Fraser Elite, please visit our [HF Elite page](#).

~Ends~



The **Harris Fraser Group** specialises in wealth and investment management.

The Group's mission is to be our clients' trusted wealth and investment management **partner**. Our team of experts provides **bespoke financial advice** backed by thorough research to achieve our clients' financial goals. Our **extensive and diversified services** go beyond traditional financial offerings.

In 2018 Harris Fraser Group became the wholly owned subsidiary of Mason Group Holdings Limited.

www.harris-fraser.com



Harris Fraser Elite specialises in private banking advisory, wealth and portfolio management services, estate and succession planning, and Corporate Finance, catering to high-net-worth individuals, family offices and corporate clients.

All Harris Fraser Elite's Relationship Managers have been hand-picked for their investment knowledge and dedication to client services.



Incorporated Since 1990

SFC CE Number AAX743
MPF Registration Number IC000878
Regulated by Insurance Authority



Mason Group Holdings Limited (stock code: 273.HK) is a health and wealth solutions service conglomerate. It principally provides comprehensive financial services in Hong Kong, including dealing in securities, commodities broking, provision of securities margin financing, provision of investment and corporate finance advisory services, investment in securities and investment holding. The Group also invested in healthcare and mother-infant-child related businesses. The Group aims to build a world-class “health + wealth” ecosystem with integrated healthcare and financial platforms.

Portion 1, 12/F, The Center, 99 Queen's Road Central, Hong Kong 香港中環皇后大道中99號中環中心12樓1室
T : (852) 2827 2278 F : (852) 2827 2283 E : info@harris-fraser.com www.harris-fraser.com

Hong Kong • Taipei • Beijing • Singapore • Sydney • Tokyo
A wholly owned subsidiary of Mason Group Holdings Limited (SEHK Stock Code: 0273)