

Money tips down to fine art

KAT ADAMSKI

SHE studied art at university but Naomi Rosenthal has been nominated for a national women's financial award.

After travelling the world, Ms Rosenthal followed in her father's footsteps and joined him in their Roseville Chase family financial planning firm, Tudor Investassure.

A North Sydney Girls High School and Macquarie University graduate, where she studied for a bachelor of arts, majoring in psychology, she was living in Europe in 2000 when she had a change of heart.

"I decided to go into the (financial) industry because my dad has been successful for 40 years," Ms Rosenthal said.

"I enjoyed studying for my arts degree because it was interesting and fascinating, but I've found a way to help people in an alternative way in financial services.

"It's also relationship building in the main because you have to maintain relationships with people for a long time."

After returning home from Europe, she studied for another two and a half years to gain a graduate



FAST FACT

Half the women in Australia aged 45 to 59 have less than \$8000 in super.

ADVICE AWARD: Financial planner Naomi Rosenthal.
Picture: CHRIS McKEEN



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diploma in financial planning, and last year completed a masters in applied finance.

Now the 37-year-old financial

planning consultant has been nominated for the 2011 Female Excellence in Advice Award.

The award recognises professional excellence and outstanding work in addressing the particular issues faced by many women in achieving financial security.

Ms Rosenthal pays homage to her arts degree by continuing to do craft, making handmade origami and stitched cards. She also plays the blues harmonica.

The winner will be announced at the AFA national conference on October 25.