

Yukich goes for broke

□ Julie-anne Sprague

IN his role at the helm of newly formed firm Entrust Private Wealth Management, Graeme Yukich says he is finally doing things his way.

Just six months into his new venture Mr Yukich, who turns 40 in February, is approaching \$100 million under his management, \$50 million shy of the figure he had under management with former employer Hartleys.

"I had strong views on how broking should work," Mr Yukich said.

"One of the reasons I established Entrust was to put into practice what I strongly believe in.

"It was a crucial decision in my life and I didn't want to look back in five years and say 'I should have done it'. It's been the best thing I've ever done."

The establishment of Entrust in late July 2002 led to a legal battle with long-time friend and former boss Tim Moore, the outcome of which curtailed Mr Yukich's ability to work with his former Hartleys clients until September 1.

Mr Yukich said the number of new clients his firm had secured has been surprising.

"We are growing at a rapid rate. The amount of new clients we are getting has surprised me," he said.

"People are finding out more



about what we do. People thought I was a broker or a financial planner."

Mr Yukich said the structure of his firm was based on developing portfolios and was a major shift from traditional stock-broking.

"It has more to do with pushing the envelope. You want to deliver a service that a lot of industry players aren't at yet," he said.

"I had strong views, not to be transaction orientated, but to be portfolio management orientated.

You've got to combine financial planning, investment tax planning and portfolio management.

"It's about looking at the total picture and building a portfolio that suits a person, rather than buying and selling.

"The problem is that there is a conflict in the industry. People get paid on transactions.

"In most cases the recommendation is for clients to hold on to the stock because you're looking at the business from a long-term perspective."

MY WAY: WA Business News 40under40 nominee Graeme Yukich is doing it his way with Entrust Private Wealth Management.

And he said there was no limit on the growth of the firm.

"We'll be a Perth-based firm looking after high net worth clients throughout Australia," Mr Yukich said.

Living in the Swan Valley provides Mr Yukich with the break from work he needs, as well as a playground to pursue his passion for wine.

He, his father and brother operate Oakover Vineyards, and it's a business he wants to learn more about.

"I am studying a Bachelor of Science, Oenology, at Curtin. It's a passion and I've always wanted to do it," Mr Yukich said.

"We [Oakover] are one of the largest independent operators. In 12 years it's grown from 30 to 230 acres."

And if you can't locate Mr Yukich in his high-rise office space on The Esplanade or at his family's winery, you may find him on the footy paddock.

He plays in the A reserves for Swan Athletic and holds the title for the most games played (300 plus) numbers of goals kicked (900 and counting).