

# A Journey of Excellence: Embracing Growth and Empowering Communities

Allow me to introduce myself - Zebunisso, a driven and accomplished professional with a passion for empowering individuals through financial guidance and support. My journey in the financial services industry began in 2011 when I joined ASB bank as a part-time teller. Over the years, I embraced every opportunity to learn and grow, evolving into an experienced Lending and Insurance specialist.

During my tenure at ASB, I achieved remarkable success, consistently ranking as one of the top bankers in both the Lower North Island and Central North Island regions. The recognition I received included consecutive wins of the highest lender/insurance consultant awards for three years.

In 2018, I embarked on a new venture and purchased a Mike Pero Franchise. This bold move was rewarded with the prestigious Rookie of the Year award, a testament to my determination to excel in every endeavor. As my business flourished, so did my reputation, winning numerous accolades in lending, insurances, growth, volume, value, customer support, and community involvement from 2019 to 2022.

The year 2022 marked a turning point as I achieved two significant milestones. Firstly, I was recognized among the top 60 businesses in New Zealand and celebrated as one of the top 20 women in finance. Secondly, I proudly became the first young woman to win the overall Mike Pero Franchise award in the company's 30-year history.

My dedication and hard work have borne fruit, evident in my business's exponential growth. Over the past four years, I have doubled the size of Risk (personal insurance) and F&G (home, content, car) insurance, a testament to my commitment to delivering exceptional service and value to clients.

Beyond professional achievements, I deeply value community involvement and support. I believe that education and knowledge-sharing play a vital role in empowering individuals to make informed financial decisions. As a result, I actively engage in mentoring, workshops, and educational initiatives to promote financial literacy among diverse communities.

My journey has been fueled by a relentless pursuit of excellence, and I am eager to bring my diverse expertise and commitment to the position of Member Director. With an unwavering dedication to our members and a track record of driving growth and success, I am confident in my ability to contribute positively to the direction of Financial Advice New Zealand.

Thank you for considering my application. I look forward to the opportunity to play a significant role in shaping the future of our organization and continuing to make a meaningful impact on the lives of our members. Together, let's strive for a stronger, more prosperous financial future for all.

Warm regards,

Zebunisso

(Note: Hyperlinks to relevant articles and achievements are attached with the Summary of Personal and Professional Competencies.)

## Summary of Personal and Professional Competencies:

As an aspiring Member Director for Financial Advice New Zealand, I bring a wealth of personal and professional competencies to the table. With over a decade of experience in the financial services industry, my journey has been marked by achievements that reflect my commitment to excellence and dedication to serving clients.

Hyperlinks to my accomplishments include:

- Recognition as one of the Top 67 Advisors in New Zealand in 2022 and 2023 (Source: [MPA Magazine](#)):
  - [Top 67 Advisors in New Zealand \(2022\)](#)
  - [Top Franchise and Independent Advisors in New Zealand \(2023\)](#)
- Honored as an Elite Woman in Finance in 2022 and 2023 (Source: [MPA Magazine](#)):
  - [Elite Women in Finance 2022](#)
  - [Women Leaders in Mortgage in NZ - Elite Women 2023](#)
- Active participation in community initiatives and events, such as being a [Silver Sponsor for the Kapiti Food Fair](#).
- Demonstrating thought leadership in the financial industry, offering insights on leadership and expertise (Source: [consultclarity.org](#)).
- Sharing knowledge through educational videos on insurances on [my YouTube channel](#).
- Active engagement as a Non-Executive Board Member with the [Elektra Business Awards](#), a prestigious recognition in the business community.
- Building a strong online presence with a significant following on [Facebook](#) and [Venus Network](#), and maintaining an influential profile on [LinkedIn](#).
- Being featured in reputable publications, such as [Insurance Business Magazine](#).

These achievements showcase my expertise in the financial sector, my dedication to continuous improvement, and my active involvement in supporting communities and aspiring professionals. As a Member Director, I am committed to bringing this wealth of experience to help set the direction of Financial Advice New Zealand and support its members during this transformative phase of legislation and regulation.

With a focus on driving growth, enhancing member experiences, and fostering financial literacy, I am enthusiastic about contributing to the organization's future success. Thank you for considering my candidacy, and I am eager to further discuss how my competencies align with the goals and vision of Financial Advice New Zealand.

Warm regards,

Zebunisso Alimova

(Note: Hyperlinks provided are active references to my achievements and contributions.)