



Advisor Value Proposition

FIREBIRD

Financial Planning | Retirement | Investments | Insurance | Short-Term Insurance | Business Insurance

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A NOTE FROM OUR EXECUTIVES

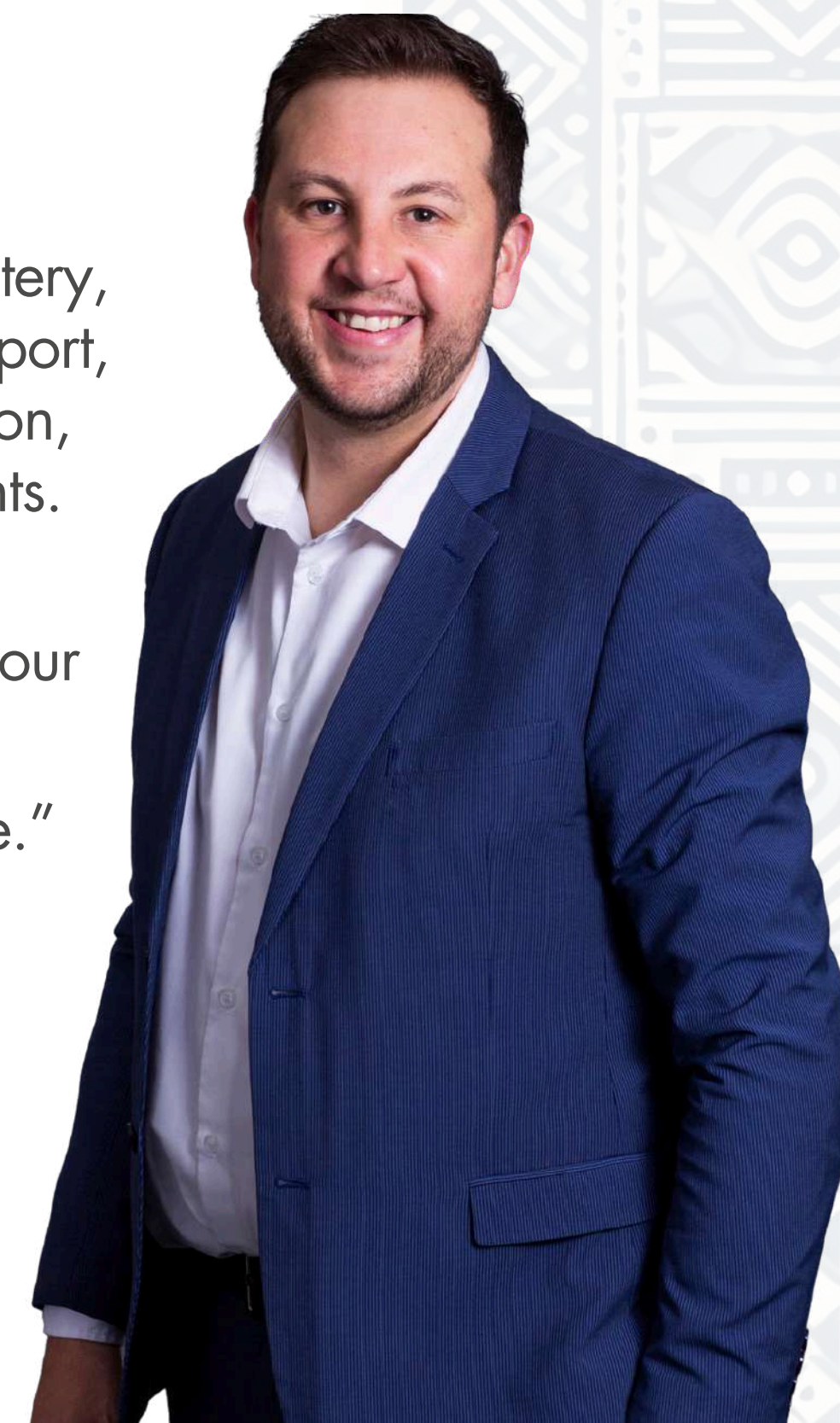


“At Firebird, we see financial advice as a profession built on mastery, purpose, and integrity. We provide advisors with world-class support, innovative tools, and a culture of independence and collaboration, enabling them to grow and create a lasting impact for their clients.

Guided by People, Profession, and Philanthropy, we invest in continuous development, uphold ethical excellence, and extend our influence beyond business.

Firebird is where advisors build legacies and lead with purpose.”

Jean-Pierre Roux & Conrad Koorts
CEO, Firebird Group





ABOUT US

We are dedicated to enhancing financial literacy throughout South Africa by offering expert guidance, robust educational resources, and tailored training.

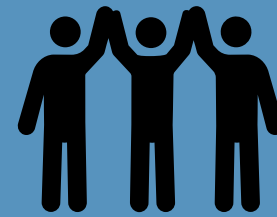
Our goal is to spark societal transformation within a single generation, driving economic growth that helps alleviate poverty, hunger, and educational barriers, while building resilient, thriving communities.

With a team of qualified financial advisers offering services that include insurance, retirement, investments, medical and short-term cover, business insurance, and fiduciary solutions, we are dedicated to delivering meaningful outcomes for our clients.

Every day, we build on this, investing in our people, supporting clients' long-term goals, and striving to leave a positive mark that lasts.

OUR CORE VALUES

Our work is guided by values that shape who we are and how we serve. These principles reflect our commitment to our clients, our profession, and the communities we touch. They are the foundation of every decision we make and the impact we strive to create.



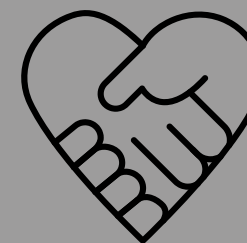
People

We place people at the heart of everything we do, building trusted relationships and empowering individuals and communities through financial knowledge and support.



Profession

We uphold the highest standards of integrity and professionalism, ensuring expert advice and solutions that deliver lasting value for our clients.



Philanthropy

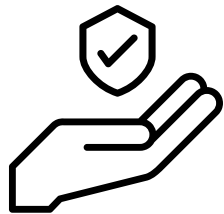
We are driven by a deeper purpose, giving back to society through initiatives that create meaningful change, uplift communities, and build a brighter future for generations to come.

OUR SERVICES WE OFFER

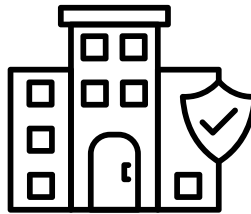
We offer personalised financial solutions to help you protect, grow, and manage your wealth. We take a tailored approach to ensure every solution fits your unique goals and lifestyle, helping you secure a strong financial future.



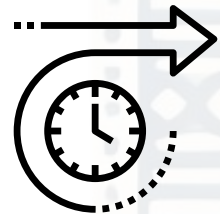
Financial Planning



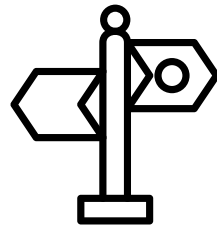
Insurance



Business Insurance



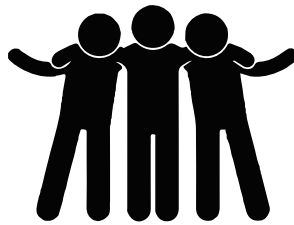
Short-Term Insurance



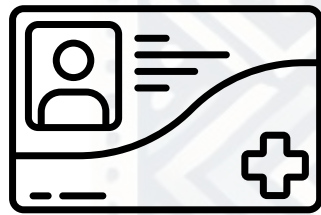
Retirement Strategies



Investment Solutions



Group Benefit Opportunities



Medical Aid Options

WHY PARTNER WITH US

We believe in more than just business, we believe in our people. Joining our team means becoming part of a supportive, professional, and purpose-driven environment where your growth matters. We live by our core values of people, profession, and philanthropy, creating a culture that empowers you to excel in your career while making a meaningful difference in the lives of others.

35+

Years
Experience

6000+

Claims
Resolved

10K

Satisfied
Clients

We proudly manage over R1 billion in client investment assets, which are entrusted to us by individuals, families, and businesses. This reflects the confidence our clients place in our expertise, careful financial planning, and long-term wealth management.



TESTIMONIALS

Carmen Solomons

"Firebird is truly an employer of choice. What sets Firebird apart is its commitment to people – both employees and clients. For anyone seeking an environment that prioritises professional development, work-life balance, and a sense of belonging, Firebird is the place to be. Choosing Firebird means choosing a company that invests in its people, celebrates success, and inspires you to be your best."



Trenstin Jacobs

"With our collective strength and resilience, Firebird has overcome and achieved great things. This is why we keep uplifting each other, sharing ideas, and supporting one another. Our collaborations are the keys to success, and infinite boundaries can be pushed. At Firebird, you are not alone. Whether you need a listening ear or a helping hand, Firebird has got you covered."



Johann Muller

"Everyone is willing to share an ear, to crack a joke or uplift each other in skills development, as well as share words of wisdom and experience about a particular client interaction. They are truly creating something that matters for every employee and financial planner in the group, as well as our clients, by working together as a team."



Hannelie van Biljon

"As a Certified Financial Planner, I used to spend far too much time on admin and paperwork instead of focusing on my clients. Partnering with Firebird has been a game-changer. The back-office team is always one step ahead - handling forms, signatures, compliance, claims, and keeping my workflows up to date. With Firebird, it truly feels like I have a whole team behind me, supporting my growth and ensuring my clients get the best possible service."



CREATING SOMETHING THAT MATTERS!



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vacancy@thefirebird.co.za