



Celebrating GEFA's *Galaxy of Stars*

By Priscilla Gan, GEFA

The GEFA Awards & Appreciation Gala 2016 was celebrated with much fanfare, this being GEFA's 5th anniversary. And indeed, there were many achievements to celebrate:

- GEFA is now the largest FA firm in Singapore with 838 financial consultants.
- Revenue has increased almost 300% to \$65 million
- TWP has increased almost 120% to \$65 million
- AUM has grown by over 800% to \$52 million

In his speech, GEFA Chairman and Group CEO Khor Hock Seng congratulated the GEFA team for the sterling growth and thanked all for their hard work.

He urged everyone to continue the good work... to aim for higher targets, go for Big Hairly Audacious Goal of 500% revenue growth so that the next five years will be even better.

Fifteen of the 21 Award winners were first-time recipients. A big

winner was Director Goh Yeow Hua for clinching the Top Director Award. His team also won the Top Growth Award and three from his agency were recognised as Top Financial Consultants.

GEFA CEO Jesslyn Tan rounded off the evening with an inspirational



speech. She shared that the Galaxy of Stars theme was chosen to reinforce that everyone in the room are STARS (Successes That Are Really Significant). As STARS, they subscribe to the following:

- S – Sterling performance
- T – Tenacity
- A – Attitude
- R – Resilience
- S – Significance

Commented Jesslyn, "It is everyone's responsibility to bring GEFA to the next level – not just the GEFA corporate team nor agency groups alone. Key to GEFA's continued success is for all of us to work closely together as one team connected by a set of shared beliefs and core values of integrity and professionalism."



TOP DIRECTOR (PRODUCTIVITY)
1ST RUNNER UP
IVAN CHEE

TOP DIRECTOR (PRODUCTIVITY)
2ND RUNNER UP
VINCENT GAN

TOP DIRECTOR (PRODUCTIVITY)
1ST PLACE
GOH YEOW HUA

