



Testimonials for Kobus Kleyn CFP®



Peter Button | International Financial Advisor at Blacktower Financial Management

So many things come to mind when one thinks about Kobus. I personally feel that global cliches were construed for this gentleman. "One in a million", "salt of the earth person" and the likes all come to mind. Whilst I have not known Kobus for too long, his breadth and depth of knowledge on all things financial are a gold-mine of which he has been generous enough to share with me. I have, and continue, to learn so much from Kobus. Although I live in a different country, the fact that we work in the same industry brought us together and his willingness to help me on certain issues and guidelines has proven to be invaluable. Kobus is the epitome of the financial services industry and is in good stride in establishing his mark on our industry. Kobus, thank you for all you do for our industry and us as financial professionals. I speak for millions of people when I wish you all the luck in the world with your future endeavors.



Andre Steenkamp CFP® FPSA® | Director at All-Gen Group

As CEO of the All-Gen Group, I work with financial adviser and influential people in a range of companies, including the leadership teams at some of the largest and most prestigious organisations in our industry. I can say without reservation that Kobus is one of the best financial advisers and finance services professionals I've ever met. He has an uncommon blend of business acumen, industry knowledge and dedication for the financial industry. Kobus also has excellent leadership skills, and is always focused on doing what's best for both his clients and his team. I've learned a lot about how to service this industry from Kobus. Thank you @KobusKleyn for your input and the way you ALWAYS set an example to all new entrants and current financial advisers in our industry!



Tim Slatter | Co Director at Slatter Communications

For some time I have followed Kobus on LinkedIn and have had many conversations around strategy, tools and professional communication for financial planners. Over this time our paths have crossed several times, from speaking at events together to hosting workshops and attending networking events for the industry. He brings a strong voice to the industry, one that has been built over time, and he is always open to generously sharing his ideas and experience with his network - especially those in need of mentorship and encouragement. I think one of my most memorable moments with him was on stage at the FPI Convention in 2017 when he whipped a taser out his pocket and triggered it... Fright. Of. My. Life... but what a way to make a point!



Yolie Aleman-Rodriguez | President/Owner at State Farm Insurance

Kobus is a phenomenal volunteer. I had the opportunity of seeing him in action during the Million Dollar Round Table, USA Meeting and became very impressed by the high level of professionalism and welcoming demeanor he had for our world-wide attendees throughout the event. It was no surprise that he received the coveted MDRT Volunteer of the Year award. His passion for the Financial Industry and caring nature are some of his great signature values. I highly recommend Kobus as a leading Financial Advisor.



“ **Barbara Mundell CFP® | Member & Technical Manager at Financial Planning Institute of Southern Africa**

I have gotten to know Kobus through his volunteer work he does for The Financial Planning Institute. Kobus is passionate about the financial planning profession, and always willing to put up his hand to give back. Kobus is very knowledgeable about the profession, practice management and adding value to clients. A true leader and passionate CFP® professional.



“ **Craig Yeats | Director, Manager and Financial Planner at Enriching Life Financial Services**

Kobus is one of the most profession people I have ever met in the financial services industry, he is also as equally passionate about the industry as he is professional. Kobus goes out of his way to ensure his service is world class in all business interactions. One can rests assured when dealing with Kobus that he operates with the outmost ethics and integrity. It is a pleasure to endorse Kobus as he is truly making such a difference to the industry as well as to our country!



“ **Ashley Lakey | Legal Advisor at OMART**

I have served under Kobus' chairmanship of the FPI Risk Competency Committee over the last 2 years and have always been impressed by the manner in which he conducts proceedings, encourages active participation and ensures accountability so that things get done. He is really goal driven and always displays initiative, efficiency and a way of interacting that brings out the best in others. He has vast knowledge and experience and is always willing to share it and help others. I have not met anyone else who embraces the CFP® mark with so much pride, passion and vigour as he does. Kobus describes himself as a visionary who has a mission to ensure Professionalism of the Financial Services Profession. Indeed he has clear ideas on how the Financial Planning profession needs to move forward and how the standards can be raised within the profession. Ethics, knowledge, professionalism and placing the interests of clients first – these are ingrained values he holds dear and the pillars of the vision he freely and continuously shares with all, and which culminated in the release of his first book earlier this year entitled “Passion for the Profession – Mastering the 9 P's to Professionalism”. I am thankful for everything Kobus has taught me and look forward to learning much more from him in future.



“ **John Marsden | Managing Director at Citadel Financial Protection**

I have known Kobus for 16 years his passion for our profession is unwavering. Successful in his own right he gives so much back to support colleagues and the industry. So much knowledge to share. Keep it up Kobus.



“ **Dr Nik Eberl | Founder & Executive Chair at The Future Leader Forum**

I met Kobus at the 2014 FPI Convention and had the privilege to observe his success story on LinkedIn closely ever since. What Kobus has achieved on LinkedIn is unparalleled - in a nutshell, he has redefined the term 'Influencer' and 'Personal Branding' by unselfishly promoting the best interests of his profession and flying the flag for transforming the financial advisory into a highly respected profession. He has done so in a most genuine and altruistic manner that has attracted many followers from within the industry and outside of it and if there is one word to best describe this new paradigm of building your brand online, it is 'Movement Marketing'. I can recommend Kobus in the highest possible way, both as a professional and a person of great integrity and care for the wellbeing of others. He is a great asset to any client and any organisation, especially as a director / board member for any business that is serious about charting the future of their industry.



“ **Wessel Oosthuizen CFP® | Managing Director at Verso Wealth**

I have met Kobus through his volunteer work for the financial planning profession and knows him now for a number of years. There are three reasons why I will recommend Kobus: 1. He cares, for his clients and for his industry 2. He will never hesitate to do the right thing 3. He has the knowledge and knows how to apply it.



Dirontsho Mohale | Master of Laws (LLM) | Group Financial Crime Compliance: Regulatory Risk Manager at Standard Bank Group

I have been a client of Kobus Kleyn for many years now and I will continue so for many to come. Kobus does not just look at my need for long-term insurance, but his services aim at firstly building my wealth and then protecting it. Secondly he ensures that financial planning includes enjoying the fruits of my labour. He advises me in all areas of my life that finances touch on such as new employment, marriage, wills, short-term insurance, investing and bringing up my children. Kobus has taught me to have a love relationship with wealth or currently, the idea of wealth. I find myself in "what would Kobus do" in so many moments, Do I save this for later, is it worth saving, and yes sometimes I ask myself if the funds are even worth spending! You work hard to earn a living, you need to make your money work for you; today and tomorrow. I am most fortunate to have Kobus as my wealth planner and I do not make financial decisions without his input. Kobus is very knowledgeable, he is most pleasant to deal with, he is patient and most importantly he is ethical and takes immense pride in his work.



Fanus Coetzee | Development Manager at Peak Property Group

I have known Kobus for the past 10 years in the role as my personal financial adviser. During this time, he has proven to be dedicated, knowledgeable, always willing to go the extra mile and an excellent financial mentor. On occasion, I have had the opportunity to sound board business matters and other related matters with him. He has always given me unbiased and insightful advice that has stood me in good stead in my final decisions. I have no qualms in recommending Kobus, rest assured that anybody that happens to cross paths with him will be off that much the better.



Richard Browne CFP® | Director at Benchmark Capital Group

Kobus is an exception talent and asset to the financial planning industry. As a leader and adviser he sets the bar in terms of ethics and integrity, with a passion for both clients and advisers alike.



Sharon Fourie | Retired

Kobus Kleyn has been my personal financial adviser and broker for approximately 10 years. It has been an enormous pleasure to deal with him and his company during this time. Kobus has ensured that my financial position is clear and has invested on my behalf to secure future stability and sustainability. He has a high level of interest in his clients, business knowledge and professional ethics and surrounds himself with highly competent staff and associates. I highly recommend his excellent services!



Carla Letchman Naicker | Legal Advisor at Old Mutual

Kobus Kleyn really cares about the Financial Services Industry and the Financial Planning profession as evidenced by his volunteer work. He was the best Risk Competency Committee Chairperson that I worked with at the FPI. He is truly professional and always availed himself when needed.



**Logan Naidu CFP® | Student Vedanta Academy | Author Unleash Your Magic | CFP-Discovery
| 38-Yr Member MDRT | Keynote Speaker | Thought Leader**

Kobus is totally committed to and enthusiastically promotes MDRT's strategic objectives. He is one of the hardest workers I have come across and gives of himself unselfishly. In the relatively short period he has served as a member of MDRT's Membership Communications Committee (MCC) in the capacity of Area Chair for Gauteng, he has acquitted himself with honour and distinction. In fact, MDRT's Executive Committee has recognized his contributions by confirming his appointment as MCC Country Chair South Africa for a one-year term commencing Sep 1, 2014. Kobus can be trusted to give his 100% to any task he is assigned. This same zeal and enthusiasm goes into his work as a Certified Financial Planner. His clients can rest assured they are in the most capable hands and it is clearly evident that Kobus always looks at the best interests of his clients at all times. I highly recommend Kobus's services.



“ Teboho Mahuma | Independent Development Practitioner at Teboho Mahuma & Associates

Kobus Kleyn has been my planning adviser for more than a decade and has taught me most of what I know about money. He is highly skilled, reliable, trustworthy, and his attention to detail is very assuring. I recommend him without any reservation.



“ Cherian John | Head of Business Development at Continental Group International

Kobus has been an absolutely outstanding professional, with boundless passion, energy and a single-pointed focus in taking MDRT to significantly higher levels in South Africa. He has laid a solid foundation for further substantial growth in MDRT awareness and membership figures in the years ahead. He is an asset for any organizations; he had demonstrated his outstanding communication and leadership skills. I do recommend him and wish him all success personally and professionally.



“ Francis Raffner | Divisional Director: Franchise Sales at Liberty Life

Besides being professional in every aspect of financial planning, his significance is far deeper and touches the entire industry from the regulatory institutions, professional associations and advisory bodies to individual advisors - a unique human being who is passionate and caring in every sphere of his life; it is a pleasure and indeed an honour to endorse this truly wonderful man who is an asset to our industry and country.



“ Francois Jacobs | Senior Account Manager at Datacentrix

Kobus plays an active role in my financial life. His advice and guidance contributed significantly towards our current healthy financial position. His approach with regards to financial planning is sound, calculated and aligned to each of his client's means.



“ Hans Boer | Manager at EY

Having known Kobus for 10 years, I can recommend him with confidence. He gained my trust with his in-depth knowledge, the time he spent on me and by never pressurizing me to buy any products. This might be expected, but becomes exceptional when this level of support continued even while I was relocating overseas and cancelling financial products.



“ Louis Kruger | Finance Manager - Compliance and Accounting at BJK Industries

I have never had any doubt in the soundness of the financial advice Kobus has given me. I fully trust his advice and have reaped the benefits from his expertise. I can without a doubt recommend Kobus to anyone that needs to plan for the future and the unforeseen.



“ Jean Viljoen | Head of Services Middle East & Africa at Ascent Technology

I must say in the beginning I was skeptical of Kobus and thought that he was just another financial advisor, that will sell you some policies and after a year you don't hear anything from them again, but after working with Kobus and his team for a couple of years I can say that this is not the case and I am delighted with service received thus far. It is really a pleasure working with someone you can call at any time and discuss any financial requirements you might have and that Kobus is truly interested in your specific requirements, needs, circumstances and preferences. He works with each individual on their own and you are not just a number. Thank you.



“ Henk Venter CFP® | Investment Specialist at Rezco Asset Management

I have worked under Kobus' mentorship since 2007. He is absolutely committed to his chosen profession and the advancement thereof. Kobus has build his entire career on professionalism, honesty and integrity. It is a privilege to be associated with him.



“ Anton Swanepoel | Independent Trainer and Consultant at CAPTAINS AND COACHES

In my dealings with Kobus he struck me as someone with a passion for serving the financial services industry. His contributions in the groups that we have served together demonstrated a deep appreciation for professionalism and a firm desire to serve his clients and the industry with integrity. His commitment to the professionalization of the financial services industry is matched only by a few. I enjoy his company and value his input.



“ Aurora Tancock | Certified Financial Planner at Aurora Tancock Financial Services Inc. Canada

It was a pleasure having Kobus on my team this year. Kobus possesses all the qualities of a leader. He has a positive attitude and was extremely reliable in getting the job done. People follow him because they want to and not because they have to. This was demonstrated by the high number of recruits that were willing to serve under his leadership. Job well done Kobus!



“ Dave Pearson | Owner at Exclusive Wood Cabinetmakers of Distinction cc

To all youngsters out there ,and if you serious about securing your future financially make a point of taking the time to contact Kobus to lead you to financial freedom in years to come. Most young people don't think it necessary at a young age to think about retirement , life's path and all that comes with it financially but please take the best advice from Kobus who is truly interested in you. Don't delay start today.



“ Herman Eksteen | Electrical Engineer at Kentz - Member of the SNC Lavalin Group

I am absolutely delighted with Kobus Kleyn service. It is really refreshing to work with a financial adviser who is a member of MDRT, truly interested in their client's needs, circumstances and preferences. What really impressed me was the way you took the time to get a feeling for where I was at, your depth of knowledge, lateral thinking and your common sense approach. Your professional, ethical and caring behavior during my oldest son's illness prompts my trust and respect and I gladly recommend your services whenever possible. Herman and Ohna Eksteen – Client since 2005.



“ Len Payne

I have had the pleasure of knowing Kobus Kleyn since 2007 and have benefited from his sound management of my financial affairs. I have found Kobus to be very informed and always keeping in touch with his clients re any market related issues and even unrelated advise if needed. His work ethic can only be described as MOST PROFESSIONAL.. The service I have received form Kobus is 'Top Notch' and I for one can HIGHLY recommend Kobus's services.



“ Adrian Rodgers | Business Development Manager at GoCrisis

Kobus is probably the most professional and knowledgeable Financial Planner that I have ever had the privileged to learn from. He always does what is in the best interest of his clients. If you are looking for a partner to help you get your finances on track, speak to Kobus.



“ **Dato' Kevin Pather | Chairman at P.Pather Capital Investments**

Mr. Kobus Kleyn has been my FP for the last 12 years and his ethics, value system, customer focus with the end goal in mind has been exceptional. The patience and attention that is personally offered by Kobus to my financial planning matters can only be commended. We have watched Kobus build his practice to what can only be viewed as the outcome of handwork, honest & transparent advice and a solid partnership of clients that has been and continue to join his company extending and jointly reciprocating their loyal partnership and support to Kobus and his team, to ensure their hassle free financial future.



“ **Paul Hansen | Fully retired from STANLIB**

From what I know about Kobus, one thing stands out head and shoulders above the rest: here is a man with a great passion for his profession, a man who walks his talk.



“ **Dieter Schwendinger CFP®**

It is a privilege to work with Kobus. He is very well organized and an inclusive leader, which leads to good results. He is true MDRT champion and great role model.



“ **Kobus Koen | Mechanical / Industrial Engineering Professional**

If you desire a trouble free (financial) future/retirement, merely contact Kobus; make an appointment; give him authority to look into your matters; and 'voila!', your answer's on the way! Kobus is an extremely dedicated and professional person who does not leave a stone unturned to ensure he gets the absolute best possible return on your investment/s! He is a gentleman with integrity and I don't have sufficient words to express my gratitude for what he has done for me and my family! I will recommend him to any, and I repeat any person, who needs a reliable Financial planner (and friend)!!! Thanks a million Kobus! Blessings in abundance Mr. Kleyn.



“ **David Kop CFP® | Executive Director: Relevance at Financial Planning Institute of Southern Africa**

I have recently started working with Kobus in his volunteer role as Chair of the FPI Risk competency committee, as well as engaging him on some of the industry issues. It is clear to me that Kobus has a passion for the financial planning profession and is invested in spreading the value of financial planning and the need to professionalise. It is clear that Kobus really cares about what he does and for me that is the best endorsement that someone can get.



“ **Sherma Malan CFP® | Executive: Certification and Member Services at Institute of Directors in Southern Africa**

I've come to know Kobus as a very dedicated and proud professional that sees the value of giving back to the profession. He is always steadfast in his actions and I am proud to be associated with him.



“ **Grant Tucker | Financial Planner at Liberty Life**

The reason I would highly recommend Kobus as The Financial Planner is that he will do a wholistic plan, taking into consideration your current and future needs but will go a step further by offering other benefits to your plan to ensure your family is well protected and your investments grow. With his experience and insight you are ensured of great security and success for the future. His passion for the industry goes beyond the call of duty and his goal is to assist wherever possible to professionalise this industry for the betterment of all and his clients.



“ **Juanita Doolan CFP® | Liberty Group**

Kobus truly sets an example for financial planners not only in terms of the level of excellence financial planners should maintain but also of what the financial planner of the future should look like. A true inspiration!



“ **Carmen Venter CFP®, FPSA | SAIT Master Tax Practitioner | Associate at Synergia Learning**

I met Kobus a few years back when he walked into my workshop for the Post Grad Dip in Financial Planning. The very same day, I knew that I was dealing with a Financial Planner of elite status! Kobus interacted from the very first second - not only with me, but with every other planner/student in the session. He queried statements made, he added value to every single session, he immediately researched any aspect that we were unsure of, he would intervene if any planner was negative and would show them the benefit of everything they were doing.....I just knew that I had found a Professional in our industry - one who truly cares about his colleagues, who is not afraid of sharing his knowledge, expertise and skill! In an industry where many Planners seem afraid of helping and uplifting other Planners - Kobus is the total opposite - he takes time off his busy schedule to meet up with Planners to guide them to succeed, to believe in themselves and to always deliver the best one can - from the heart - to ourselves first - which will then transform into the best for our clients. I regularly get feedback from Planners where they tell me - Kobus advised we do this or that to enhance and ensure that we have a professional practice - a true believer and giver. Kobus - in my life - you have been a pillar of advise, encouragement, strength, belief and so much more that words cannot explain. I appreciate you always looking out for me and believing in what I am doing in this industry. I know that one of your passions is uplifting our Planners to become the best Professionals in the world.....for this I thank you! I look forward to your motivational chat to my 2015 students...!



“ **Trudy Luthuli CFP® | Co-founder of Luthuli Capital**

Kobus Kleyn was my client during my time at Liberty Corporate. A client who understands what adding value and giving quality service means to his clientele. Kobus has high standards and a work ethic of world class levels (no wonder he is a member of the MDRT). Without a doubt, his clients are in top quality hands and the advice they receive is to their benefit. A financial adviser who is not driven by commission, but by the positive impact he has on every individual client.



“ **Dewald Goosen | Consultant, Contractor and Entrepreneur**

I have had the privilege to meet Kobus in 2002, worked for him a few months, learned a lot from Kobus's well of knowledge, received great advice and guidance, which not only set me up for life but since then I strive to be as humble, honest and professional as Kobus. I don't only see Kobus as a Financial Planner but much more, a true confidant. I can highly recommend Kobus, he is exceptional in all ways.



MY VISION IS.....TO BE PART OF A FINANCIAL SERVICES STAKEHOLDER GROUP WHO HELPS TO TRANSFORM OUR FINANCIAL SERVICES INDUSTRY INTO AN ACCEPTED PROFESSION.