

# [A new pricing model for wealth - video](#)

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It's our view that the industry in Australia has reached an inflection point where the haze of the past 12 months has started to lift and structural changes are emerging.

In this video, Nickola Cable examines one of the innovations we expect to see - a new model for pricing in superannuation, asset management and platforms. She explains what naked pricing is, who might win, and who is already winning, from adopting a more transparent pricing strategy.



By [Nickola Cable](#)