

## Financial Services Guide

Your Personal Financial Advisor is an authorised representative of  
**Lifestyle Investment Planning Pty Ltd** (Australian Financial Services Licensee 278361).

### TOTAL CONVENIENCE

You no longer need to spread your time and information across multiple service providers because your personal adviser is a single contact point for a full range of services.

Services may be delivered directly by the adviser, by assisted referral to one of our network members, or co-ordinated with any service providers you select.

**With flexibility to choose** an adviser to coordinate all or just part of your financial matters you gain **greater control** and **reduce costly duplication**.

***It's your money, our mission is to help you manage it wisely***

### No Sales Hype... just clear Advice.

We listen to your ideas, concerns and requests, consider appropriate alternatives and offer advice to help you choose the most suitable solution.

Where possible, we avoid jargon and technical terms to provide advice that is easily understood and makes clear sense to you.

### VARIETY OF CHOICES

#### Full Range of Products & Suppliers

**Your adviser is licensed to offer a comprehensive set of products.** Unlike many financial planners we have no arbitrary limits on the type, or number of products you can select.

#### Full Range Of Services

Services we offer include:

- Tax-effective Investment planning
- Insurance - life, disability, trauma, income
- Home Loans and Investment Loans
- Performance & Tax Reporting
- Superannuation & Retirement Planning
- Social Security & Estate Planning
- Salary Packaging

**PLUS** you can choose to have us coordinate the following services with your existing service providers, or can source them within our network:

- Tax Accounting & bookkeeping.
- Solicitors to prepare wills, powers of attorney, trust deeds and sundry legal services.

### OBJECTIVITY

We work for you, our client. Our priority is to understand and service your specific needs, rather than particular products or suppliers.

Our ownership structure and standards ensure that institutions don't influence recommendations.

As we are **NOT** a subsidiary or shopfront of any financial institution, bank, or insurer we are free to recommend the products that suit you best - placing us in a category that numerous ASIC surveys recognised as providing the best advice.<sup>1</sup>

### PROFESSIONAL

Our advisers are registered with the Australian Securities & Investments Commission (ASIC) and they hold accreditations with membership of professional bodies such as the Financial Planning Association (FPA), or Certified Practising Accountants (CPA), which enforce high standards of competence and conduct.

In addition to core financial planning services your advisor can draw upon the broad experience of our network members to help meet your specific needs.

<sup>1</sup> Source: The Australian Securities and Investments Commission (ASIC) and the Australian Consumers' Association (ACA) joint survey of the quality of advice provided by financial advisors, *Tuesday 11 February 2003*.

## PERSONAL SERVICE

Your calls to us are answered by **real people** who are ready to help you with your inquiries.

We don't believe valued clients should be identified as account numbers, nor should they be forced to listen to impersonal recorded messages and select departments from robotic menus.

## SERVICE CHARGES

### How much will it cost?

The cost to you depends on the scope and complexity of the services you need or select.

The basis of your fee can be determined in one of several ways, either:

- fixed-fee for specified services,
- scheduled hourly rate,
- scaled package fee schedule, or
- scope-based fee proposal.

One of the main purposes of your initial meeting with your advisor is to scope the level of service that you need, estimate the cost for those services and agree the most suitable mode of payment.

Some services have a predictable level of complexity and duration; hence they can be set at a fixed price.

Other service costs can vary depending on a range of variables including the number of people/entities involved, the scope of strategies, or the level of research and planning needed to deliver and support a specific strategy or plan.

Occasionally the easiest way to price so many variables is to apply a modest percentage rate to the dollar value of the investments or purchases.

### How your adviser gets paid

It is entirely your choice how you pay for the services. You can pay on invoice, arrange a payment plan, or instruct product suppliers to pay a commission to your adviser.

Most people find it most convenient and more economical to instruct product suppliers to pay their fee via commissions rather than make direct, out-of-pocket payments.

Commissions are merely an alternative indirect way to pay your adviser.

## NO HIDDEN FEES

### Full Disclosure

Advisers' must disclose all interests, fees, costs, benefits and risks related to recommendations.

There may be some benefits the adviser receives that may not be easily quantified at the time of their recommendation.

For example, many advisers in our network operate as self-employed professionals or small business operators. As such, they may earn a share in the company or its profits.

## COMMISSIONS v INVOICES

Most clients, product suppliers and advisers prefer to fund services via commissions because it's more convenient than sending regular invoices to clients.

Some fear that recommendations may be influenced by the level of commissions paid by product suppliers. Such fears are unfounded if, as we do, a full disclosure of the costs is presented to all clients and clients are given the option to pay directly, or via commissions.

In general, the commissions paid on competing products are about the same, so there is not much relative gain for one of our advisers to recommend one product over another. The same cannot be said of advisers who are employed by product issuers, or practices that are owned or controlled by a product issuer such as a bank, fund manager or insurer.

## REFERRALS

We may reward some parties for assisting an introduction of a client for services. Referrers may receive up to 20% of the revenue resulting from the services for a client they refer.

Many referrers are actively involved in the provision of the services and often work with your adviser as a part of your advisory team.

For example, an accountant may refer a client for investment advice and then consult with the adviser to ensure that the client's tax strategies and investment strategies remain compatible.

This collaborative approach helps ensure that you get the most appropriate professional advice whether you get some or all services from us.

## Initial Financial Review

Advisors conduct introductory interviews to determine your current position, future goals/desires and identify problems or opportunities.

Many financial planners and accountants already have a solution in mind before they even determine their client's needs and preferences. This is most common with financial planners on the payrolls of product suppliers such as banks or insurers as their primary focus is the product of their employer.

Many fail to do a formal, comprehensive review to gain a clear picture of their task. Hence they fail to:

1. Fully consider your current circumstances.
2. Define and verify your needs and objectives.
3. Assess gaps between your current and your desired position.
4. Identify existing problems, or risks.
5. Identify opportunities.

## Analyse, Compare & Select Solutions

After conducting the Financial Review your adviser has a clear picture of your current circumstances and what needs and objectives need to be met in their advice.

How that is to be done is determined in the second stage of the process – Solution Design.

In this stage your adviser considers potential solutions (strategies & products) to:

- Reduce Costs
- Protect assets and lifestyle conditions
- Mitigate Risks
- Accumulate Wealth

## Formal Recommendation

Formal financial plans provide a vital foundation for ongoing management of investments.

Whether you request a full financial plan, or limit the advice to a single product or service your adviser will provide a formal Statement of Advice for any new strategy, product or significant change.

Some financial planners limit their advice due to restricted qualifications or accreditation. Your adviser has the unique ability to provide a comprehensive plan due to the direct access to all the necessary specialists within our network team.

## Comprehensive Planning

At your request your **Comprehensive Financial Plan** will undergo a review by a registered tax agent to identify opportunities to minimise tax, including:

- Salary Packaging
- Gearing (Debt) reduction & deductibility
- Tax-effect of structures and investments
- Superannuation & Retirement Planning
- Social Security Planning
- Estate Planning

## Research

To ensure that clients are well informed with respect to investment choices we gather and analyse research reports to collate several expert opinions and form reasonable, qualified recommendations. We regularly review detailed research data and provide easy-to-understand summaries, newsletters and reports for your convenience.

Recommendations are based on the opinions of a panel of Australia's leading research analysts.

We also offer clients access to discounted publications, seminars and educational materials.

## Regular Reviews

Effective financial strategies need periodic reviews to adjust objectives, balance portfolios and re-set reasonable expectations.

Your requirements may change, as may the economy affect the performance of markets and individual products. Regular portfolio valuations and detailed, periodic reviews provide a diagnosis of your position and the conditions that will impact your ability to achieve your objectives.

## Ongoing Monitoring

Active monitoring ensures timely, accurate notice of events that may impact your portfolio.

Few investors can access the many resources available to financial advisors, nor do they have the time to read all of that information. Your advisor is paid to do that for you.

### Who is my Advisor?

Your Advisor is the authorised representative identified at the bottom of this page.

### Who is responsible for the advice given to me?

The licensee is responsible for advisory services provided by its authorised representatives. Advice provided by service providers introduced by referral is the responsibility of that provider.

### What advice am I getting?

You receive a Statement of Advice (SOA) prepared by your Advisor. It should help you make an informed decision before acting on the advice. It will contain details about the type of advice, products chosen, what fees are charged and what's paid to your Advisor. This should be given to you at the time of, or soon as possible after receiving the advice, but prior to receiving further financial service arising from this advice. The advice will also explain any significant risks of recommended investments and strategies.

You may also receive a **Product Disclosure Statement (PDS)** from Investment Product Providers that gives greater details of specific products recommended and the associated risks.

### Will you give me advice that is suitable to my investment needs and financial circumstances?

Yes. To do so we need to find out your individual needs, investment objectives and your financial situation before we make any recommendations.

You may choose not to divulge all information to us, but if you omit details we must warn you about the possible consequences of us not having your full personal information.

Please read those warnings carefully.

For further details and access to useful resources, please visit our Internet site

[www.flair4finance.com](http://www.flair4finance.com)

Your Advisor is

**Eta Nagyidai**  
Auth. Rep. 305849



### What information do you maintain in my file and can I examine my file?

We maintain a record of your personal profile, which includes details of your investment objectives, financial situation and needs. We also maintain records of any recommendations made to you. If you wish to examine your file just ask us and we will provide access for you.

### Can I tell you how I wish to instruct you to buy or sell my investment?

Yes. You must specify how you wish to instruct us and how you wish to receive correspondence – whether by email, fax or other means. This instruction should be provided in writing.

### What should I do if I have a complaint?

To register a complaint you should:

1. Contact your Advisor and explain full details of your complaint.
2. If your Advisor does not satisfactorily resolve your complaint within 3 days, please contact the Compliance Manager of the licensed dealer identified at the foot of this page. We will try and resolve your complaint quickly and fairly.
3. If you still do not get a satisfactory outcome, you have the right to complain to the Financial Complaints Authority, which can be contacted on the toll free number 1800 931 678 or internet site [www.afca.org.au](http://www.afca.org.au).

The Australian Securities & Investments Commission (ASIC) has a toll-free line on 1300 300 630 to lodge complaints or obtain information about your rights.

an Authorised Representative of AFS Licensee  
**Lifestyle Investment Planning** Pty Ltd  
ABN 94 069 277 943 AFSL 278361  
Level 1, 284 Bay Street, Brighton, VIC 3186  
Phone: 1800 17 37 57 Fax: +61 3 8660 2800  
[www.lifestyleip.com](http://www.lifestyleip.com)

