

# FINANCIAL SERVICES GUIDE

*A guide to our relationship with you and others*



***This Financial Services Guide (FSG) is issued by Assetplan Financial Services Pty Ltd, which holds Australian Financial Service Licence number 229 613. This FSG comprises and must be read in conjunction with your adviser's current Adviser Profile that includes amongst other information, details of your adviser's remuneration.***

## **Not Independent**

Assetplan Financial Services Pty Ltd and its authorised representatives are not independent in relation to the provision of personal advice. Assetplan Financial Services Pty Ltd may receive commissions from life insurance providers from policies placed prior to 01/07/2021.

Distribution of this FSG by your adviser, who is a Assetplan Financial Services Pty Ltd Authorised Representative, is authorised by the licensee, Assetplan Financial Services Pty Ltd.

This FSG dated 01/07/2024 describes our financial planning and advisory services to assist you to decide whether to use our services. It also outlines your rights as a client and our obligations and responsibilities as the licensee and your adviser.

You have the right to ask us about our charges, the type of advice we will provide to you, and what you can do if you have a complaint about our services. This FSG is intended to inform you of certain basic matters relating to our relationship, prior to us providing you with a financial service.

## **Who provides the financial services offered in the guide?**

The financial services are provided by Assetplan Financial Services Pty Ltd and your adviser. When we provide you with financial services, we will act on your behalf and in your best interests.

## **The key matters covered by the FSG include the following:**

- who Assetplan Financial Services Pty Ltd and your adviser are;
- how we can be contacted;
- how Assetplan Financial Services Pty Ltd and your adviser are paid;
- what services we are authorised to provide to you;
- details of any potential conflicts of interests;
- details of our professional indemnity insurance; and
- details of our dispute resolution procedures and how you can access them.

## **Statements of Advice and Product Disclosure Statements**

You should also be aware that you must receive a Statement of Advice (SOA) and a Product Disclosure Statement(s) when personal advice involving a financial product is provided to you, i.e. advice that takes into consideration your personal objectives, financial position and needs. The SOA will contain the advice, the basis on which it is given which may have influenced the advice and how Assetplan Financial Services Pty Ltd and your adviser will be remunerated for the advice we give you. If your adviser provides further advice to you, but not in writing, and that further advice is related to the advice provided in a previous SOA, that further advice will be recorded in a Record of Advice (ROA). You may request an ROA from your adviser or Assetplan Financial Services Pty Ltd up to seven years after the further advice was provided, at no additional cost. In the event we make a recommendation to acquire a particular financial product (other than securities), we must also provide you with a Product Disclosure Statement containing information about the particular product's risks, benefits, features and costs to enable you to make an informed decision.

## **Who is Assetplan Financial Services Pty Ltd?**

Assetplan Financial Services Pty Ltd is a holder of an Australian Financial Services Licence which enables it to act as a financial services provider under the Corporations Act.

The firm was established in the year 2000 to provide values based, holistic financial advice and has delivered on this promise ever since.

We are not owned or partly owned by any financial institution that could present us with any conflicts of interest in making our recommendations. We do however buy shares in financial institutions and may indirectly hold shares or options including the ANZ Bank, Commonwealth Bank, Macquarie Bank, National Bank, Personal Choice Private, Westpac Bank, AMP, AXA Australia and Challenger Life.

### **Who is responsible for the financial services provided to me?**

Your adviser acts on behalf of Assetplan Financial Services Pty Ltd who is responsible for the advice provided to you.

### **Does Assetplan Financial Services Pty Ltd have any relationships or associations with product issuers?**

No.

### **What financial services are available to me?**

Our high-quality financial planning and advisory service involves:

- Identifying your financial needs, objectives and circumstances;
- Establishing realistic and reasonable financial goals and needs;
- Determining your risk profile;
- Exploring the costs and benefits, potential risks and returns, advantages and disadvantages of the various strategies and financial products available to you to help you reach those goals within the limits of relevant laws and available solutions; and
- Recommending a course of action, agreeing on it with you and implementing it.

If engaged by you, we will periodically review your financial plan in light of changes in investment markets, legislation and your own personal circumstances, needs and goals.

Assetplan Financial Services Pty Ltd advisers can generally provide you with sound advice relating to a wide range of important areas such as wealth creation, retirement, redundancy, superannuation, risk insurance, estate planning, Centrelink payments, cashflow management, budgeting and debt repayments, structuring of investment portfolios, borrowing to invest, complex company and trust structures, and so on. Assetplan Financial Services Pty Ltd's research and technical support services enables advisers to provide value added advice on a broad spectrum of financial problems which takes into account relevant regulations pertaining to your financial position and goals.

Assetplan Financial Services Pty Ltd is licensed to deal in and provide financial advice on the following range of financial products: and services

- Basic deposit products;
- Debentures, stocks and bonds;
- Risk insurance (personal);
- Investment products;
- Managed funds;
- Securities;
- Standard margin lending;

- Superannuation and Self-Managed Superannuation Funds;
- Portfolio monitoring service; and
- Consequences in relation to tax (financial) advice

### **How do I provide instructions?**

Assetplan Financial Services Pty Ltd advisers will act on your instructions following your acceptance of their recommendations in the SOA. They and we should not act independently of your specific instructions. Instructions you provide should be communicated to your adviser in writing. These instructions should be forwarded in an email, text, fax or posted letter to your adviser.

### **Tailored, general and ongoing advice**

Assetplan Financial Services Pty Ltd advisers usually provide advice tailored to your individual circumstances and also have the capacity to implement the advice they give, except where this may require the use of other professionals (accountants and lawyers). You may choose to enter into an agreement with your adviser to provide you with both initial advice and ongoing advice. If appropriate, we may also provide general advice only, where you are ultimately responsible for ensuring that this advice is suitable to your particular needs, objectives and financial situation. In this case, you should also obtain any relevant product disclosure statements to assist in this purpose.

### **Should I transfer investment monies to my adviser's account?**

No. Assetplan Financial Services Pty Ltd does not allow advisers to receive your investment funds into their own account or into any Assetplan Financial Services Pty Ltd account. You should only transfer investment funds for a financial product to the approved financial institution that issues the financial product (as specified in the Product Disclosure Statement or similar document). You should never transfer investment funds to any other entity or person.

You should also not sign any blank forms or appoint your adviser as your attorney (or authorised signatory). You should not appoint any other person as your attorney or authorised signatory unless you have received legal advice.

### **What information should I provide to my adviser?**

You will need to provide your adviser with your personal objectives and your current financial situation including details of assets, liabilities, income and living expenses. This can best be accomplished by completing a Assetplan Financial Services Pty Ltd Client Data Form. The amount and type of information we will require from you depends on what financial services you require.

It is important that you provide us with complete and accurate information about your current personal circumstances and financial situation.

If you choose not to supply the required information or provide us with inaccurate information, the advice you receive may not be appropriate to your needs, objectives and financial situation.

You should read the warnings contained in the SOA, check any assumptions we make and review the basis for our advice carefully before making a decision about whether to proceed with the advice. You should also obtain and read any relevant product disclosure statements prior to applying for a financial product.

### **How will I pay for the services provided?**

Your adviser's specific method of remuneration and fees are detailed in their Adviser Profile. The exact remuneration and fee details will be disclosed to you in the SOA.

All fees will be payable to Assetplan Financial Services Pty Ltd which then passes on the appropriate fee to your adviser based their specific business model.

### **How are any commissions, fees or other benefits calculated for providing the financial services?**

The three stages of financial planning are Initial Advice, Implementation and Ongoing Reviews. There may be a separate fee for each of the three stages. Your adviser's remuneration structure for each advice stage will be found in their Adviser Profile and the dollar value disclosed to you in the SOA.

All commissions are payments made by the insurance product provider and are calculated as a percentage of the premium paid on insurance products. Commissions are of two types: (a) upfront or initial; and (b) ongoing or trail.

Fees can be based on a percentage of funds invested or funds under advice, hourly rates multiplied by the hours worked, an agreed dollar amount for the value of the specific service being performed, or a combination of these.

Ongoing fees can be collected by platforms and other product providers, percentage-based fees are normally in the range of 0.5% to 1.0% pa depending on the size of the portfolio.

Example: A portfolio of \$300,000 may be subject to an ongoing portfolio review fee of 0.5% per annum paid quarterly. This would amount to \$1,500 per annum.

Ongoing insurance commissions can be up to 33%.

The precise amount of all these commissions and any other fees charged will be disclosed in your SOA.

### **What should I know about any risks of the investments or investment strategies you recommend to me?**

Assetplan Financial Services Pty Ltd advisers may only recommend to you investment products that are researched, analysed and approved by Assetplan Financial Services Pty Ltd. Your adviser should explain any significant risks of investments and financial planning strategies. If the adviser does not do so, you should contact us to explain those risks to you.

### **Who do I complain to if I have a problem with your services?**

If you have a complaint about the service provided to you, you should take the following steps:

1. We believe that the people involved are best placed to resolve the complaint in a fair, timely and effective manner. Therefore, you should firstly contact your adviser and tell your adviser about your complaint.

If your complaint is not satisfactorily resolved within 3 business days, it will be passed on to our Complaints Officer.

2. You can also lodge a complaint directly with our Complaints Officer by telephone on 03 9670 8338 or, in writing by email to [info@assetplan.com.au](mailto:info@assetplan.com.au) or at Level 7, 488 Bourke Street, Melbourne VIC 3000. We will try to resolve your complaint quickly and fairly.

In either case, you will receive an acknowledgement of your complaint and a response to the complaint no later than 30 calendar days after receiving the complaint.

3. If you still do not receive a satisfactory outcome, you have the right to complain to the Australian Financial Complaints Authority (AFCA) online at [www.afca.org.au](http://www.afca.org.au), by email at [@info@afca.org.au](mailto:@info@afca.org.au) or on the free call number - 1800 931 678. You can also write to AFCA at:

Australian Financial Complaints Authority  
GPO Box 3  
Melbourne VIC 3001

Assetplan Financial Services Pty Ltd is a member of AFCA. Our full Complaints Management Policy can be provided to you on request.

### **Assetplan Financial Services Pty Ltd Professional Indemnity Insurance and Compensation Arrangements**

Assetplan Financial Services Pty Ltd holds Professional Indemnity Insurance that complies with the compensation arrangements under Section 912B of the Corporations Act. The Professional Indemnity Insurance policy we hold covers the financial services provided by Assetplan Financial Services Pty Ltd past and present representatives, including our advisers, subject to the terms, conditions and exclusions of the policy wording. This insurance is not intended to cover product failure or general investment losses. Assetplan Financial Services Pty Ltd policy covers loss or damage suffered by retail clients due to breaches by Assetplan Financial Services Pty Ltd or your adviser of their respective obligations under Chapter 7 of the Corporations Act. This includes negligent, fraudulent or dishonest conduct.

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

As a provider of financial services, we are subject to certain legislative and regulatory requirements, which necessitate us obtaining and holding detailed information, which personally identifies you and/or contains information or an opinion about you. In addition, our ability to provide you with a financial planning and advice service is dependent on us obtaining certain personal information about you.

We will collect information either directly from you or on your authority make investigations with others to obtain the information e.g. other professional advisers, accountant, superannuation fund, insurance and investment providers, etc.

The primary purpose for the collection, maintenance and use of your personal information is to adequately provide to you the services you have requested.

If you do not disclose the information then the services may not be provided to you adequately or at all.

We maintain a record of your personal profile including details of your personal objectives, financial position and needs. We also maintain records of any recommendations made to you. We are committed to implementing and promoting a privacy policy, which will ensure the privacy and security of your personal information. If you wish to examine your file please ask us. We will make arrangements for you to do so.

### **Our Privacy Policy**

We are committed to protecting your privacy. We use the information you provide us to advise you on your financial circumstances, goals and strategies. We provide your information to the product issuers with whom you choose to deal (and their representatives).

We do not trade, rent or sell your information or disclose it to overseas recipients. If a recipient is not regulated by laws which protect your information in a way that is similar to the Privacy Act, we will seek your consent before disclosing your information to them.

Our business is governed by legislation protecting your personal information, including the Privacy Act 1988 and Australian Privacy Principles (APPs).

Our privacy policy is available on our website or on request from us direct as detailed below.

### **Contact Us**

If you have any further enquiries please contact:

Assetplan Financial Services Pty Ltd  
Level 7, 488 Bourke Street  
Melbourne VIC 300

Telephone: (03) 9670 8338

Email: [info@assetplan.com.au](mailto:info@assetplan.com.au)

ABN 80 092 195 572

Australian Financial Services Licence No: 229 613

Website: [www.assetplan.com.au](http://www.assetplan.com.au)

### **Additional Privacy Information**

Further information on privacy in Australia may be obtained by visiting the website of the office of the Australian Information Commissioner at [www.oaic.gov.au](http://www.oaic.gov.au)

# ADVISER PROFILE

Information about your Assetplan Financial Services Adviser

***This Adviser Profile is issued by Assetplan Financial Services, which holds Australian Financial Service Licence number 229 613. This Adviser Profile forms part of the Assetplan Financial Services Financial Services Guide (FSG) dated 1 July 2024. These documents should be read together. This document contains information regarding the Adviser listed below and is designed to help you make an informed decision about the financial advice provided to you by the Adviser.***

***Assetplan Financial Services has authorised its authorised representatives to provide this document to you.***

<b>James Taylor</b> is an Authorised Representative (ASIC No.1294431) of ASSETPLAN FINANCIAL SERVICES (AFSL: AFSL 229 613).	Level 7, 488 Bourke St Melbourne Vic, 3000 Tel: 03 9670 8338 Mobile: 0417 394 559 Email: james@assetplan.com.au
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## Your Adviser

James Taylor is a Financial Adviser, an Authorised Representative of Assetplan Financial Services.

## Your Adviser's Authorisations

James is authorised to provide advice in relation to the following financial products:

- Deposit and Payment Products
- Government Debentures, Stocks or Bonds
- Life Products
- Managed Investment Schemes
- Retirement Savings Account Products
- Securities
- Superannuation (including Self Managed Superannuation Fund)
- Margin Lending

James is registered with the Tax Practitioners Board.

This means that James can assist you in meeting your financial planning needs and objectives in these areas, which include personal insurances, saving and investment as well as

superannuation, retirement planning strategies and tax (financial) advice.

## Your Adviser's Experience

James completed his professional year to qualify as a financial adviser in 2021 and has worked in the financial services industry since 2017. James completed his Bachelor of Business degree at RMIT in 2020.

James enjoys working with clients across the full spectrum of financial planning needs.

## Cost of Advisory Services

An initial meeting to discuss your financial circumstances and future goals is free of charge. At this meeting your Adviser will establish how they can assist you and gather the information required to prepare a financial plan.

Your Adviser will discuss the fee basis with you and agree on the method of charging prior to proceeding.

Initial fee payments can be made by way of a flat fee, a fee based on the funds under advice, a fee from the brokerage paid by the product issuers, or as per invoiced.

Ongoing advice that includes portfolio reviews may be charged on a percentage fee basis which varies according to the portfolio amount, complexity and structure, or as a fixed dollar amount as agreed between you and your adviser.

All fees are fully disclosed in the Statement of Advice and Product Disclosure Statement prior to any charges being incurred.

Typical fee ranges are detailed in the following table:

<b>Preparation of Advice Document</b> (depending on complexity)	\$550 to \$3,300
<b>Ongoing Advice Partnership</b> We utilise fee for service packages to cater for the differing complexities of your circumstances.	\$250 to \$15,000
Fees are negotiable and are charged on a funds under management or flat fee model where appropriate.	0.55% to 1.10%

<b>Insurance</b>	
Upfront and ongoing commission	66% upfront 33%
% based on amount of premium and is paid by the insurance provider	ongoing

All fees include 10% GST.

All fees are payable to Assetplan Financial Services and after covering expenses any residual profit is distributed to the servicing adviser.

As a shareholder of Assetplan Financial Services, James is entitled to profit share and/or dividend if and when paid.

### **Fee Examples**

#### Example for Super and Investment Products

If you receive advice regarding an investment of \$100,000, the SoA fee could be \$1,000, of which \$1,000 is retained by Assetplan Financial Services. If you maintained the investment and assuming the balance of the investment remains at \$100,000, the annual portfolio management & review fee will be \$770 per annum, of which \$770 is retained by Assetplan Financial Services.

#### Example for Risk Products

If you receive advice regarding insurance, the SoA fee could be \$1,000 of which \$1,000 is retained by Assetplan Financial Services.