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Focused Financial Advice



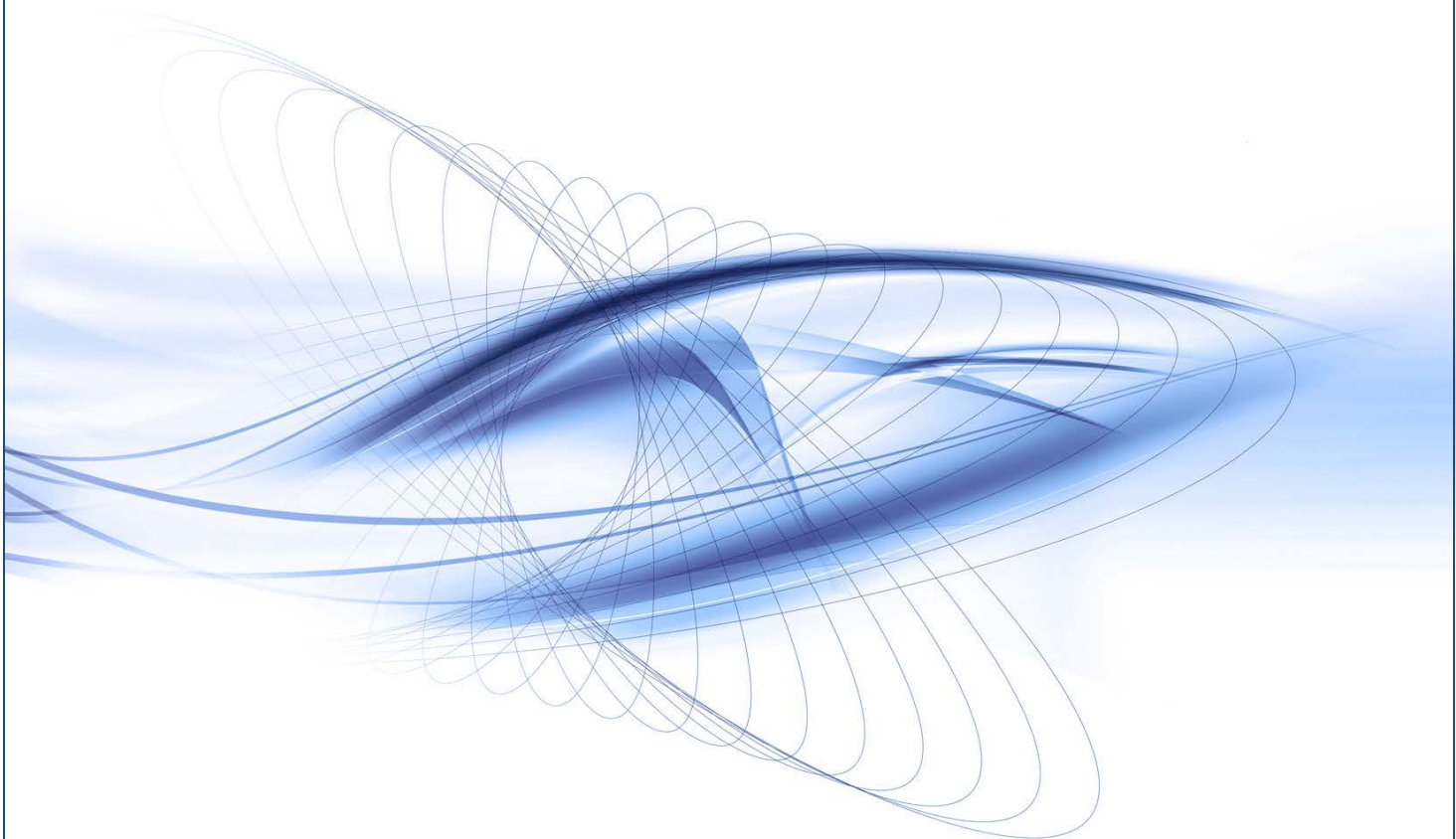
**PROFESSIONAL PRACTICE**  
FINANCIAL PLANNING ASSOCIATION of AUSTRALIA

**ABN:** 38 053 246 215; **AFSL:** 286219  
Suite 105, 84 Alexander Street  
CROWS NEST NSW 2065

## Financial Services Guide

Version 9 – November 2011

**“Helping our clients to be financially well organised and to achieve and maintain financial independence”**



## **Important**

Before we provide you with financial advice, please read this Financial Services Guide (FSG) because it contains important information designed to help you decide whether to use our services. It contains information about:

- Who Focused Financial Advice is;
- Your adviser, Rob Wynan;
- The advice we provide you;
- Our financial services and products;
- Our financial planning process;
- Our advice fees; and
- Who to contact should you have a complaint.

## **Who is Focused Financial Advice?**

Focused Financial Advice Pty Limited (Focused Financial Advice) is an independently owned financial services firm, providing professional financial guidance, advice and services to our clients. Focused Financial Advice holds its own Australian Financial Services Licence (number 286219).

Focused Financial Advice is a Principal Member of the Financial Planning Association of Australia (FPA) and is an approved FPA Professional Practice. Focused Financial Advice and our financial advisers adhere to the FPA Code of Ethics and Rules of Professional Conduct and comply with the highest ethical and professional standards.

## **Rob Wynan - Your Financial Adviser**

B. Bus. (Accg/Comp), Dip FP, CPA, CFP™



Rob Wynan is the Principal and Director of Focused Financial Advice. Rob has over 34 years experience in financial services including 10 years experience as a Financial Adviser, and a background of 24 years in accounting, financial analysis and tax, in public practice and corporations.

Rob's specialist accreditations and qualifications include:

- Bachelor of Business (Accounting/Computing)
- Diploma of Financial Planning
- Full Member and Certified Financial Planner, FPA
- Certified Practising Accountant

## **Advice We Can Provide**

We can provide you with tailored financial advice based on your financial needs, lifestyle goals and objectives.

We offer financial advice services that comprise four distinct functions:

1. Personalised financial advice (including (but not limited to): strategic financial planning; investment advice; super strategies and aged care advice).
2. Purchase and placement of investments.
3. Purchase and placement of death, TPD (Total and Permanent Disability), trauma, income protection and business insurance.
4. Ongoing advice and portfolio reviews.

### **Personalised Financial Advice**

Depending upon your needs and requirements, our **personalised financial advice** may cover any or all of the following matters:

1. Determination of an investment strategy, after reviewing your lifestyle goals and financial objectives, risk profile and current (and foreseeable) financial circumstances.
2. Preparing projections of assets, liabilities and cash flow (including projected income) in accordance with a proposed investment strategy.
3. Recommending specific investments and projected investment returns.
4. Analysing of investment/financial strategy alternatives (if appropriate) including savings strategies, debt reduction strategies, negative gearing strategies, retirement strategies, etc
5. Salary packaging analysis.
6. Superannuation and retirement planning analysis.
7. Aged care analysis including maximising government entitlements and minimising aged care fees
8. Death, TPD, trauma, income protection and business insurance coverage analysis.
9. Reviewing your estate planning issues including wills, testamentary trusts, basis of ownership of investments and potential use of family trusts.

All the above matters are considered in the light of your circumstances and referral is made to appropriately qualified accountants and solicitors for the necessary tax and legal advice.

### **Purchase and Placement of Investments**

The financial advice usually includes recommended investments. With your approval, we will arrange for the placement of those investments.

The fee for the implementation of the agreed upon recommendations are outlined under "Advice Fees".

### **Purchase and Placement of Insurance**

Depending upon your requirements, we may undertake a full analysis of your need for death, TPD, trauma, income protection, key person and business expense cover, given your financial and personal circumstances. We will also make specific insurance policy recommendations if necessary. With your approval, we will arrange for the purchase and placement of insurance.

The fee for the implementation of the agreed upon recommendations are outlined under "Advice Fees".

### **Ongoing Advice and Portfolio Reviews**

You may wish to utilise our ongoing service regarding your investment portfolio. That service includes:

1. Ongoing financial advice when and as required. This may include the preparation of a new financial plan to accommodate a major change in your circumstances (e.g. entering retirement, receipt of a substantial inheritance, etc).
2. Provision of portfolio review reports on a six monthly or annual basis.
3. Continued portfolio management. This includes a regular review of the appropriateness of each investment; determination of any changes to individual investments; recommendation of any proposed changes to asset allocation and/or investment strategy.
4. Portfolio rebalancing in accordance with the pre-determined asset allocation for you. This ensures that the required risk profile of a portfolio is retained. The rebalancing process may also help improve the portfolio's rate of return by cashing in investments that have become overvalued (in terms of the portfolio's specified level of exposure to those investments) and purchasing investments that may have become undervalued. This reflects the classic investment strategy of selling investments when they are expensive and buying when they are cheap.
5. Reorganising and restructuring your investment portfolio, as needed, to improve the efficiency of your portfolio as a whole.
6. We continually review the economic environment, investment markets, and changes to government policy and legislation. You are provided with advice where you may be specifically affected (e.g. due to changes to social security rules, super issues, etc).

All the above matters are considered in the light of your circumstances and referral is made to appropriately qualified accountants and solicitors for the necessary tax and legal advice.

The fee for ongoing advice (and portfolio review) is outlined under "Advice Fees".

### **Our Financial Services & Products**

#### **Strategies**

- Guidance on budgeting and goal setting
- Savings and wealth creation strategies
- Investment planning
- Salary packaging advice
- Gearing and credit strategies
- Superannuation planning
- Pre-retirement planning
- Retirement planning
- Aged care advice
- Centrelink planning
- Risk and insurance analysis
- Business succession planning
- Estate planning considerations

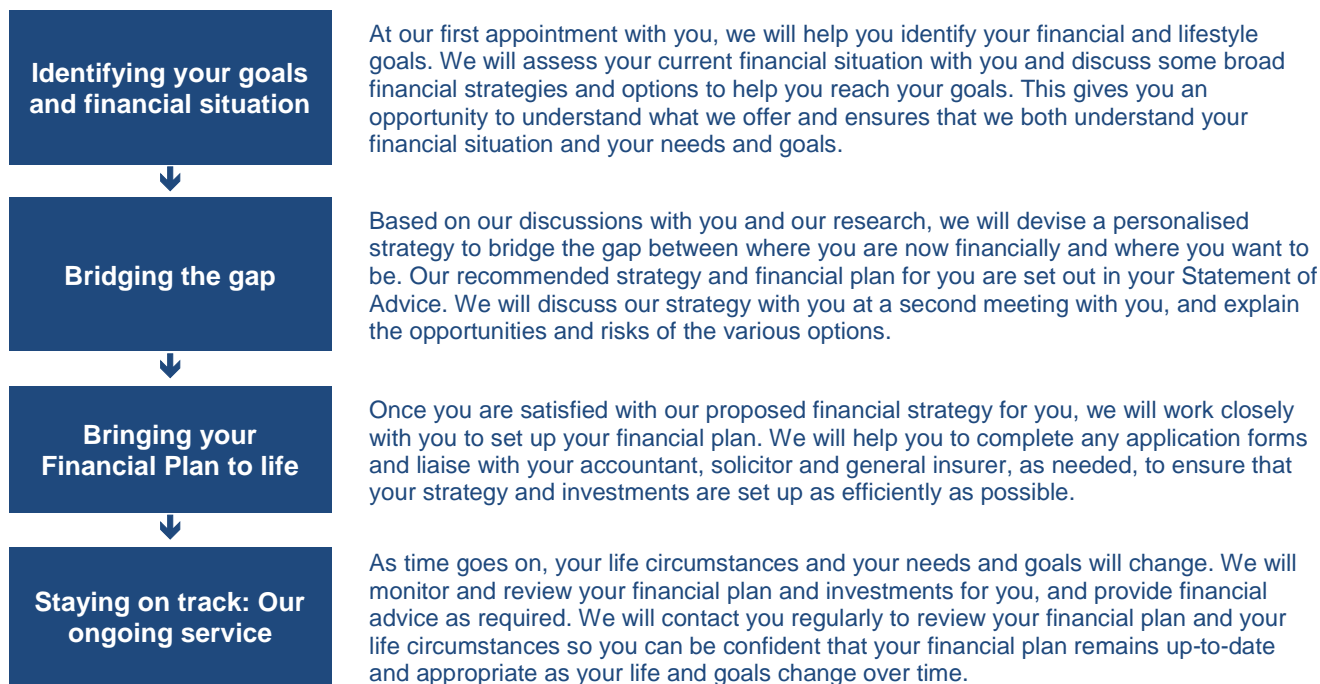
#### **Products**

- Cash management trusts
- Direct fixed interest
- Retail & wholesale managed investment schemes
- Socially responsible investments
- Hedge funds
- Wrap & Master trust products
- Direct shares
- Margin lending facilities
- Agribusiness
- Superannuation products
- Self managed super funds
- Retirement income streams
- Personal and group insurance
- Business succession insurance

Focused Financial Advice Pty Limited maintains an 'approved product list', containing a list of financial products that have been researched by a number of external research houses. Please let us know if you would like a copy of our approved product list at any time.

## Our Financial Planning Process

We follow a defined financial planning process to ensure that our clients receive comprehensive financial advice and guidance. Of course, everyone is different, with different circumstances, needs and goals. We treat every client as an individual, but by following a defined process, you know what to expect from us. Here's how our advice process works:



Sometimes life takes us in unplanned directions. We are always happy to provide you with some additional financial advice when you need a little extra help on top of our initial or ongoing advice. We are here to help you – whatever the occasion.

### **Important Documents**

Our initial advice will be provided to you in a Financial Plan, known as a Statement of Advice (SOA). The Financial Plan contains a summary of your goals and our advice to help you achieve them. You will receive a record of any further advice we provide to you which you should retain for your information.

You will also receive a Product Disclosure Statement (PDS) if we have recommended you invest or purchase a financial product. The PDS contains key features of the recommended product, significant benefits, risks and the fees you pay the product provider to professionally manage your investment or insurance.

You should read any warnings contained in your Financial Plan or the PDS carefully before making any decision relating to a financial strategy or product.

You can contact Rob Wynan directly with any instructions relating to your financial products.

### **Advice Fees**

Focused Financial Advice provides advice to our clients on a fee-for-service basis. This means you only pay fees for the advice and services you receive from us. We may also receive commissions from product providers for insurance and loan products that we arrange for you or you purchase on our recommendation.

Full details of all fees and commissions, inclusive of GST, that you may incur (or that we may otherwise receive) for providing our advice and services to you are set out in your Statement of Advice.

The range of fees for our services, inclusive of GST, are set out below and depend on whether we are advising you or setting up a single strategy or multiple strategies for you. As an example, 'multiple strategies' might include dealing with two or more strategies such as your pre-retirement investment strategy, aged care strategy, family trusts, superannuation and risk insurances.

#### **Initial Advice**

Our first meeting (where we work with you to obtain full details of your financial circumstances and goals) is always at no charge.

Our fees for providing our initial advice to you covers the cost of reviewing your financial circumstances and goals thoroughly so we can devise a financial strategy and range of options appropriate for your circumstances and needs, researching and preparing your financial plan, and then meeting with you to discuss our proposed strategy and options with you. Full details of our fees to prepare our initial advice for you are set out in your Statement of Advice.

Our fees, inclusive of GST, range as follows:

- **Single strategy:** \$1,950 to \$2,700 (such as, a superannuation rollover).
- **Multiple strategies:** From \$2,700 (such as, investment and gearing strategies).

It is vital that you provide full details about your financial circumstances and needs before we prepare your financial plan. If while developing your financial plan, we receive or identify further information about your financial affairs that materially changes the complexity or basis on which we need to consider your financial affairs, we may need to change our initial advice fees (from the amount set out in your Statement of Advice). In that case, we will provide you with an upfront quote of the amount payable before we proceed to develop your financial plan.

### **Implementing Your Financial Plan and Investments**

Our fees, inclusive of GST, for implementing your financial plan and investments for you include our administrative time spent implementing the recommended strategies and products for you and range as follows:

- **Single strategy:** \$650 to \$900.
- **Multiple strategies:** \$900 to \$1,275.

Full details of our implementation fees and commissions that we may receive for setting up your financial plan and investments for you are set out in your Statement of Advice.

### **Our Ongoing Advice Program**

Our ongoing advice program is designed to help you ensure that your financial affairs and investment strategy remain appropriate for your changing financial and life circumstances as you proceed through your life.

Our annual fees, inclusive of GST, for our ongoing advice program range as follows:

- **Single strategy:** \$1,350 to \$2,600.
- **Multiple strategies:** From \$2,600.

Full details of our fees and commissions that we may receive for providing our ongoing advice program to you are set out in your Statement of Advice. Our ongoing advice program fees may increase year in line with the Consumer Price Index (CPI) or by a fixed amount or percentage each year. We will give you written notice of any increases in these fees.

Please note that our ongoing advice program fees may change (from the amount set out in your Ongoing Advice Agreement) if, as we assess your ongoing needs, we identify that you require ongoing advice and services beyond our standard advice program. In that case, we will provide you with an upfront quote of the amount payable for our ongoing advice program before proceeding further with you.

### **Additional Advice and Services**

For financial advice and services in addition to our services set out above, our fees, inclusive of GST, are \$230 per hour.

### **Payment Options**

We offer the following payment options for our clients:

- EFT.
- Cheque (made payable to Focused Financial Advice).
- Deduction from your investment account.
- Our ongoing advice fees are payable in monthly instalments.

### **Commissions**

#### **Insurance and Annuity Products**

We may receive commissions from insurance product providers when you purchase insurance or annuity products that we recommend to you. The commission is factored into the annual premium for the product, and may range as follows:

- From 11% to 130% of the initial premium.
- Up to 33% per annum of the renewal premium.

#### **Margin Lending and Other Loan Products**

We may receive commissions from your loan provider for margin lending and other loan products that we may recommend to you or arrange for you. The commission is factored into the annual interest rate and may range as follows:

- Upfront commissions may be payable the loan provided to you.
- Ongoing (trail) commissions (during the life of your margin loan or other loan product) up to 0.39% per annum of your loan balance.

#### **Agribusiness Investments**

We may receive commissions of up to 10% of the value of your investment from product fund managers for any agribusiness investments that we may recommend to you or arrange for you.

#### **Other Benefits Receivable by Focused Financial Advice**

Focused Financial Advice may receive other benefits such as referral fees and other non-pecuniary benefits (in addition to fees and commissions) in certain circumstances, where we refer our clients to other professionals such as accounting or legal service providers to provide services to our clients. Any such benefits will be fully disclosed in your Statement of Advice.

## Payments to Other Professionals

In some circumstances we may pay a referral fee to another firm of professionals (such as, accountants or legal services providers) where they refer clients to us to receive financial advice and services from us. If you have been referred to us by a professional service provider with whom we have a referral relationship, we may pay a referral fee to your referrer. Any such referral fees and referral relationship, if applicable, will be disclosed in your Statement of Advice.

## Relationships and Associates

Focused Financial Advice receives ongoing practice support from the AXA Financial Advice Network through their Jigsaw Support Services offer. Your financial adviser can provide advice on products from a wide range of financial product providers, some of which are part of the AMP group and as such are affiliated with Focused Financial Advice through the Jigsaw Support Service. These include AMP, AXA and related products.

## Privacy

Focused Financial Advice maintains a record of your personal information. You have the right to withhold personal information, but this may compromise the effectiveness of the advice you receive.

A copy of any recommendations made to you will be retained by Focused Financial Advice for seven years. Please contact Focused Financial Advice to review your file.

Focused Financial Advice and Rob Wynan implement a privacy policy, which ensures the privacy and security of your personal information. You can request a copy of the policy from Focused Financial Advice or Rob Wynan.

Another financial adviser may be appointed to you if Rob leaves Focused Financial Advice or is unable to attend to your needs due to an extended absence from the business. In these circumstances, Focused Financial Advice will write to you advising you of the change. Your personal information will be passed on to the new adviser.

If you choose to appoint a new financial adviser, your new adviser will be provided access to your policy information. They will be responsible for providing you with ongoing advice relating to those products/policies and all future advice fees deducted from the products/policies will be paid to your new adviser.

## Professional Indemnity Insurance

Professional Indemnity insurance is maintained by Focused Financial Advice and Rob Wynan to cover advice, actions and recommendations which have been authorised by Focused Financial Advice and provided by Rob Wynan. The insurance satisfies the requirements imposed by the Corporations Act 2001 and all other applicable regulation.

## What Should You Do If You Have A Complaint?

If you have any complaints about the services provided to you, you should take the following steps:

- Contact your financial adviser and tell them about your complaint.
- If your complaint is not satisfactorily resolved within three days, please contact Focused Financial Advice on (02)9003 0611 or put your complaint in writing and send it to:

Focused Financial Advice Pty. Ltd.

**Attention:** Mr R J Wynan

Suite 105, 84 Alexander Street

CROWS NEST NSW 2065

Focused Financial Advice will try to resolve your complaint quickly and fairly.

If your complaint has not been resolved satisfactorily, you may escalate your complaint to one of the following external dispute resolution schemes listed below:

Type of complaint	External complaints service
Financial advice, investments, superannuation or insurance matters	Financial Ombudsman Service (FOS) on 1800 780 808
Personal information held	The Privacy Commissioner on 1300 363 992

The Australian Securities and Investments Commission (ASIC) may be contacted on 1300 300 630 to find out which body may be best to assist you in settling your complaint.