

Financial Services Guide

For users of financial services

Financial Force Pty Ltd

ABN 42 091 425 464 | Australian Financial Services Licence No. 238 337

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Purpose Statement

The Financial Service Guide (FSG) is an important document. The purpose of the FSG is to assist you to make a decision about whether to use any of the services offered by Financial Force and our Advisers and to keep you fully informed of the financial planning process.

The information contained in this FSG covers matters such as:

- ✦ Information about Financial Force Pty Ltd as the licensee
- ✦ Details of the financial services and/or products Financial Force can provide
- ✦ Details of the financial services and/or products that Financial Force does not provide
- ✦ The Financial Force financial planning process
- ✦ Documents you may receive from us
- ✦ Remuneration received by Financial Force and your Adviser
- ✦ Relationships which might influence Financial Force or your Adviser in providing financial services to you

If your Adviser provides you with financial advice and/or a financial product, you will receive a Statement of Advice (SoA) and/or a Product Disclosure Statement (PDS). A SoA will take into account your financial situation, objectives and needs. The SoA will contain the financial advice provided to you and the basis on which it is given, including advice / product recommendations, any remuneration payable, the risks and disadvantages associated with the advice and/or product recommendations and all details of any relationships which might influence your Adviser in providing the financial advice and/or product recommendation, such as any association with product issuers or other parties.

If we recommend that you acquire a particular financial product (other than securities such as direct shares) or offer to issue or arrange the issue of a financial product to you, we will provide you with a PDS. The PDS will contain information about the particular product, including the features, benefits, fees and risks associated with that product to help you make an informed decision.

ABOUT FINANCIAL FORCE PTY LTD

Financial Force Pty Ltd was established in February 2000 and has been privately owned and operated by its Director Anthony Dunn. Anthony has a knowledgeable experience in providing financial advisory services and is member of various professional bodies and associations.

All authorised representatives of Financial Force have access to up-to-date information about a range of financial strategies (e.g. wealth creation, retirement planning, salary packaging) as well as the performance of managed funds and securities. Our representatives are able to give comprehensive and competent advice in these matters that include investments, superannuation and insurances. Each representative is authorised to provide advice in well-defined areas of financial services.

OUR FINANCIAL SERVICES

Financial Force is authorised under its licence to offer comprehensive personal financial planning, investment and insurance advisory services and/or products such as:

- ✦ wealth accumulation goals and strategies, and the associated investments
- ✦ superannuation and retirement planning, and the establishment of methods of generating retirement income streams
- ✦ provision of personal and general insurance advice and arranging for insurance policies to be put in place.

Advice is provided on the strategic use of unit trusts, master funds, self managed superannuation funds, allocated pensions, complying pensions, deferred and immediate annuities, salary packaging, debentures, other fixed interest investments, securities, insurance bonds, life insurance, income protection insurance, trauma insurance and general insurance.

Authorised Representatives of Financial Force may not be authorised to provide advice about all of the above areas. Please refer to the Adviser Profile with this FSG that sets out the areas of advice and types of products in which your Adviser is authorised to advise you.

SERVICES AND PRODUCTS FINANCIAL FORCE DOES NOT PROVIDE

Financial Force can only provide services in relation to those set out in its AFS Licence (a copy of which is available upon request). Your Adviser is not authorised to provide any other services/products other than those listed in their Adviser Profile and specifically is not authorised to provide the following:

- ✦ real estate/ property advice

WHO WILL BE RESPONSIBLE FOR PROVIDING THE FINANCIAL SERVICES?

Your adviser provides financial services on behalf of, and as authorised by Financial Force. Therefore, Financial Force is responsible to you for the financial services that your Adviser provides to you.

Your Adviser will provide you with an Adviser Profile along with this FSG. The Adviser Profile contains important information about your Adviser, including their Authorised Representative number, details of their qualifications and experiences, the areas or types of financial products or services your Adviser is authorised to provide to you, as well as the details of any remuneration payable.

Your Adviser is required by law to act in the best interests of their clients, honestly, professionally, fairly and objectively in the provision of financial services. Financial Force has authorised your Adviser to provide this FSG and the accompanying Adviser Profile to you.

HOW CAN YOU GIVE INSTRUCTIONS TO YOUR ADVISER?

You can give specific instructions to your Adviser by either contacting them over the phone, via email, or in person.

FINANCIAL FORCE FINANCIAL PLANNING PROCESS

1. You have been provided with this FSG and your Adviser's Adviser Profile (if you do not have a copy of your Adviser's profile, please contact Financial Force).
2. You will be asked to provide information about your particular objectives, financial situation and needs to allow your Adviser to advise you appropriately. This information is collected from you and recorded in the Confidential Financial Review form and the Client Risk Profile Questionnaire. The information obtained in these two documents will form the basis of any advice or recommendation provided to you by your Adviser.
3. A financial plan will be designed for you, tailored to your identified needs and objectives and specific risk profile
4. All of these matters will be addressed in a comprehensive SoA prepared personally for each client. The SoA will set out your Adviser's recommendations, the basis on which those recommendations are given, and the remuneration payable for researching, designing, implementing and maintaining those recommended products and services.
5. The recommendations will be implemented by your Adviser upon receiving your authority to proceed with the recommendations.
6. Your Adviser will regularly review and revise your financial plan (including recommendations, services and products) and make any necessary updated recommendations to you depending on your circumstances.

DOCUMENTS YOU MAY RECEIVE

Statement of Advice (SoA)

This is the comprehensive advice document (mentioned earlier in this FSG) that is provided to you when we give you personal advice. The document takes into account your personal needs, objectives, financial situation and goals. You must confirm that you are satisfied with the assessment your adviser has made regarding your personal circumstances and risk profile.

Product Disclosure Statement (PDS)

If your Adviser recommends a particular product, you will receive a PDS prepared by the product provider. This document will contain information about the product features, risk and costs and details other fees and charges that may apply, including management expense ratios and remuneration payments to Advisers. It usually also contains any application material that may need to be completed in relation to the relevant transaction.

Additional advice

If your Adviser provides you with any additional advice, you are able to obtain a copy of that advice (if it has not already been given to you) by contacting your Adviser and requesting a copy. A request for additional advice can be made up to 7 years after the date that the advice was initially given to you.

REMUNERATION RECEIVED BY FINANCIAL FORCE AND YOUR ADVISER

How is remuneration shared between Financial Force and your Adviser?

The remuneration between Financial Force and your Adviser is shared in accordance with the split of fees that has been negotiated in their authorisation agreements. All remuneration from the financial service provided and/or financial products is initially received by Financial Force. Our Advisers are paid between 80% and 90% of the fees and commissions received by Financial Force and Financial Force retains between 10 and 20% of these amounts.

How are Financial Force and your Adviser Remunerated?

The circumstances of each client and the nature and complexity of the advice, products and services they require will vary the costs associated with providing that advice and those products and services. Fees will be discussed with you at your first appointment. The basis and an estimate of applicable fees will be detailed in an initial Terms of Engagement letter and detailed in your SoA and explained in detail by your Adviser. Generally though, your Adviser may be remunerated by one of the below types of fees, or a combination of them, whenever they provide a recommendation for an investment, product or service.

Fee for service

Some of our representatives may charge a fee-for-service depending on the time taken to provide the service and its complexity. A fee-for-service may be based on either one or a combination of the following:

- ✦ A percentage of the funds invested.

Initial Commissions

Initial commissions are a one-off payment and are calculated as a percentage of funds you have invested. They are deducted from the amount invested and are calculated as a percentage of the value of the investment you make. Initial commissions are calculated in the following way:

Investment products- between 0 - 5% of the investment amount (GST inclusive)

Insurance products – between 0 – 66% of the investment amount (GST inclusive)

Ongoing Commissions

Ongoing commissions (sometimes known as trail/level commissions) are paid to Financial Force for the duration that your investment or insurance product is held with that product provider. Ongoing commissions are calculated in the following way:

Investment products- between 0 - 1.5% of the investment amount (GST inclusive)

Insurance products – between 0 – 22% of the investment amount (for trail commissions) (GST inclusive)

Insurance products – between 0 – 27.5% of the investment amount (for level commissions) (GST inclusive)

Adviser Service Fee

Most fund managers/insurance companies and lenders pass on to advisers a small proportion of the annual management fee to contribute to the cost of ongoing review of the client's circumstances. Our representatives often accept this fee to meet the costs of ongoing review unless otherwise negotiated. However, an additional service fee may also be charged to cover this service. This is a matter of discussion between you and your adviser and any applicable Adviser Service Fee will be disclosed to you in relevant SoA document.

RELATIONSHIPS WHICH MIGHT INFLUENCE FINANCIAL FORCE OR YOUR ADVISER IN PROVIDING FINANCIAL SERVICES

Financial Force and your Adviser are required to inform you of anything that might give rise to a conflict of interest (real or perceived) arising from the advice that they are giving you. They must also inform you of any other persons who may benefit from the remuneration they receive from providing the services to you. Any associations or relationships that may influence your Adviser in providing financial services will be specifically detailed in their Adviser Profile.

Associated party of Financial Force

Anthony Dunn is a sole director of Financial Force. The following corporate entity is associated party of the Director of Financial Force: *Anthony Dunn* as sole director and shareholder of:

- ✦ Queensland Professional Advisory Service Pty Ltd (an authorised corporate representative of Financial Force);

Your Adviser may employ business administration services provided by Queensland Professional Advisory Services Pty Ltd. Financial Force and your Adviser do not receive any referral fee for recommending those services, and any services provided by Queensland Professional Advisory Services Pty Ltd. Queensland Professional Advisory Services Pty Ltd (Anthony Dunn) may directly benefit from its specific services provided to you.

Alternative Remuneration

Financial Force and your Adviser each maintain an Alternative Remuneration Register that contains information about any alternative forms of payments or soft dollar benefits over a specified dollar amount that may be received (e.g. lunches, gifts, conferences etc). A copy of your Adviser's Alternative Remuneration Register is available for inspection upon request.

OTHER BENEFITS WE MAY RECEIVE

We may be offered or receive non-commission benefits such as entertainment or sponsorship from some product providers at no extra cost to you. Both AR and Financial Force maintain a register to document the benefits received with a value of greater than \$300. A copy of this register will be made available within seven days of a request.

- **Value Participation Scheme:** Fund Managers and/or other third party Service Providers may provide us with a cash payment based on the total value of in force annual premiums on insurance products and funds under management in their products.
- **Technology and Education:** Fund Managers and/or other third party Service providers may provide us with reward/s and/or 'points' when our business exceeds determined benchmarks. Reward/s and/ or Points are only redeemed for office equipment and staff training to ensure you receive up to date information and advice.
- **Preserved Value Payment:** We may be entitled to receive a payment of approximately \$2,000 per fortnight. Eligibility is based on funds under management, the value of the total new funds invested and/or insurance premiums paid by Fund Managers.
- **Buy out option:** We are eligible to sell our client base to Financial Force or any other ASIC authorised financial planning business. The value of the sale is based on a multiple of the ongoing revenue generated from annual revenue and financial products.
- **Product Competitions:** We may participate in short term incentive programmes such as a product provider paying additional commissions during a specified period. Due to the temporary nature of these arrangements they have not been included in this document. Details of any short term incentives will be outlined in your SoA.
- **Referral payments:** You may be referred to an external professional or specialist to receive further advice. We may receive a referral fee or commission for introducing you to the specialist. Also, we may pay a referral fee when clients are referred to us from other professionals. This will be disclosed in your SoA if applicable.

WHAT CONFLICTS OF INTEREST MIGHT MY ADVISER HAVE?

Within the provision of advice to clients there may from time to time arise a conflict of interest. When conflicts do occur we are required by law to inform you of any such conflict.

Your Adviser takes the issue of conflicts and professional conduct extremely seriously and will openly deal with any such conflict should it arise.

HOW IS MY PERSONAL INFORMATION DEALT WITH?

At Financial Force, the privacy of your personal information is very important to us. We collect your personal information to ensure that we are able to provide you with the products and services most appropriate to your needs.

Financial Force has adopted the National Privacy Principles set out in the Privacy Act 1988 (Cth) as part of our continuing commitment to client service and maintenance of client confidentiality. We are committed to ensuring your privacy and security are protected through our Privacy Policy. A copy of our Privacy Policy is available from your Adviser and on the Financial Force website: <http://www.financialforce.com.au/privacy>

COMPLAINTS RESOLUTION PROCEDURES

We hope you will be fully satisfied with the service your Adviser provides. However, if you have a complaint about your Adviser, you should take the following steps:

1. Contact your Adviser directly to discuss your complaint.
2. If your complaint is not satisfactorily resolved by your Adviser within 3 days, please contact Financial Force directly on (07) 3210 0244. A director will then respond to you and will endeavour to resolve your complaint quickly and fairly within 28 days but no later than 45 days after receiving your complaint.
3. If you are still not satisfied with the outcome, you have the right to complain to the Australian Financial Complaints Authority (AFCA), an external dispute resolution scheme of which Financial Force is a member. You can contact AFCA by:
 - a. phoning 1800 931 678 (free call);
 - b. emailing info@afca.org.au;
 - c. mailing AFCA, GPO Box 3, Melbourne VIC 3001; or
 - d. accessing their website at www.afca.org.au.
4. The Australian Securities and Investments Commission (ASIC) also has a free call information line on 1300 300 630 which you may use to make a complaint and obtain information about your rights.

COMPENSATION ARRANGEMENTS

Financial Force is required under the Corporations Act 2001 (Cth) (the Act) to have adequate compensation arrangements in place to compensate retail clients for losses they may suffer as a result of a breach of obligations by Financial Force or its Advisers under Chapter 7 of the Act.

Financial Force has comprehensive Professional Indemnity Insurance in place that covers it and its Advisers which meets the compensation arrangements requirements under the Act.
Australian Financial Services Licence No. 238 337

Adviser Profile: Blake Fitzgerald

Your Adviser is Blake Fitzgerald (ASIC AR No. 1236826) of Coached Financial Planning.

Blake holds a Diploma and Advanced Diploma of Financial Services (Financial Planning).

Blake has been involved in the Financial Services industry since 2010 and during this time has held several positions in Financial companies.

Your Adviser is authorised to provide advice and deal in the following specific products:

- Deposit and Payment Products
 - Deposit and Payment Products - Non-basic Deposit Products
- Government Debentures, Stocks or Bonds
- Life Products
 - Investment Life Insurance Products
 - Life Risk Insurance Products
 - Business Expense Insurance.
- Managed Investment Schemes
 - Managed Investment Schemes, including IDPS
- Retirement Savings Account Products
- Securities
- Superannuation
 - Superannuation - All

Your Adviser is paid a salary by the business Coached Financial Planning.

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