

Financial Planning

# Financial Services Guide & Privacy Statement

Date of issue: 24 December 2020. Version: 16.1



# Financial Services Guide

## About this Financial Services Guide

This financial services guide ("Guide" "FSG") is designed to help you get to know FinChoice Pty Limited ("FinChoice") (AFSL 422854) and your Adviser ("we", "us", "our") a little better, decide whether you would like to take advantage of any of our financial services, and explain how much you can expect to pay for those services.

Specifically it contains information about:

- Who we are and the financial services we offer
- Fees, commissions, charges and other benefits that may be paid to us
- Associations and relationships that might influence the advice we give you
- The collection and handling of your personal information
- What to do if you have a concern or complaint about our service

The Guide is in two parts. This document is Part 1. A separate document providing information about your Adviser, the advice process, the Approved Product List (APL), as well as the fees and charges, is contained in Part 2. It is wise to read both carefully.

## About FinChoice Pty Limited

FinChoice is a wholly owned subsidiary of Mortgage Choice Limited – a brand Australians have known and trusted for more than 25 years.

FinChoice holds an Australian Financial Services Licence that authorises this entity to operate a financial services business and provide you with personalised financial solutions.

Our goal is to help you achieve financial security by providing real, relevant and results-driven financial advice. We plan to do this by:

- Offering a transparent and consistent pricing structure so you know exactly what you'll get for your money
- Keeping it simple and using jargon-free, plain language
- Helping you work out the advice you need now – whether it be a single need or a full financial plan – and being there to help as your needs change in the future
- Keeping you on track to achieve your goals and helping you protect what you're building along the way
- Not being controlled by a financial institution, so we can offer you investment products that have been selected after external third-party research

## Non Independent

Because FinChoice, and its Corporate Authorised Representatives, receive commissions from life insurance companies, neither financial service businesses are independent, impartial or unbiased. The Corporations Act states that if a licensee or an Authorised Representative receives commissions from a product issuer it cannot claim to be independent, impartial or unbiased.

## The financial services and products we offer

Our Australian Financial Services Licence authorises us to provide financial advice and deal in financial products. We provide an extensive range of financial planning services which include:

- Personal Insurance advice
- Investment Planning advice
- Superannuation and Rollover advice
- Wealth Creation
- Retirement Planning
- Portfolio Review services

The financial services we provide relate to the following financial products:

- Deposit Products
- Debentures, Stocks and Bonds
- Life Insurance – Risk
- Life Insurance – Investment
- Managed Investment Schemes including Investor Directed Portfolio Services (IDPS)
- Retirement Savings Accounts
- Securities (Shares & Managed Funds)
- Standard Margin Lending
- Superannuation

## FinChoice Financial Advisers

Our Advisers are passionate, qualified professionals. We apply stringent recruitment standards, and all of our financial advisers are required to meet the standards set out by the Financial Adviser Standards and Ethics Authority (FASEA), and have solid financial planning experience. We continually assesses the quality of the advice they deliver against our best practice checklist.

Whether you are just starting out on your financial planning journey, or require advice on a complex portfolio, we can offer solutions tailored to your personal circumstances that will help you achieve your financial goals.

Your Adviser can stay on top of any lifestyle or goal changes and evaluate opportunities for new strategies and investment options, with the objective of providing you with the right advice, at the right time, so you can have more of the things you want today and in the future.

### **Will you give me advice which is tailored to my financial circumstances and needs?**

Absolutely. In order to do so however, our Advisers need to conduct a detailed analysis of your overall financial situation (this includes personal needs, lifestyle objectives and detailed financial information) before we recommend any investment or strategy to you. You have the right not to divulge any information to us, if you do not wish to do so. In that case, we are required to warn you about the possible risks and consequences of us not having your full personal information.

### **How will I receive the advice?**

The financial advice we provide you will be explained in a 'Statement of Advice' (SoA). It's a blueprint for you to follow that takes into account your objectives, financial situation and needs. It will detail the basis on which the advice is given plus outline any fees, commissions, benefits and associations relevant to the provision of the advice.

If we subsequently provide you with further advice within the scope of our original SoA, we may not provide you with a new Statement of Advice. In this case we will retain a Record of Advice (RoA) detailing the advice given. You may request a copy of the RoA at any time up to 7 years from the date we gave the further advice to you.

Whenever we recommend a financial product (other than securities) we will give you a copy of the relevant Product Disclosure Statement (PDS). This is a document that sets out key information about the specific financial product including characteristics, benefits, risks and fees payable. It will also outline any premium, entry fee or management fee that we may receive from the product provider. We recommend that you read any PDS we give you as it will help you make an informed and confident investment decision.



### **What should I know about the risks of the financial strategies or products you recommend to me?**

We will explain any risks associated with the financial strategies and products we recommend. If you feel at all uncomfortable about the possible risks, please feel free to ask us more questions and for further explanation and detail. Remember, it's your financial strategy, and you do not have to accept the strategies or products we recommend.

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

You may specify how you would like to give us instructions, for example by telephone, fax or email. However we need your written consent (signature) to authorise a transaction.

It is important that you take extra care to provide accurate information when authorising us to act on instructions via email. We are under no obligation to act on any instructions which are incomplete or unclear. If your instructions are incomplete or unclear, we may seek verification of your instructions via a phone call or further email correspondence.

We will not be liable for any costs, expenses, loss or damages you may suffer or incur in conjunction with any action taken or omitted by us in following an email instruction.



### **What personal information of mine do you hold and can I see this?**

We maintain a record of your personal profile including details of your objectives, financial situation and needs. We also keep records of any recommendations made to you.

We assure you that we will hold your information securely according to our Privacy Policy, which is available on our website [www.FinChoice.com.au/legal/privacy-policy](http://www.FinChoice.com.au/legal/privacy-policy). You will receive a copy of our Privacy Statement together with this FSG.

You may access the information we hold about you at any time by calling our Privacy Manager on (02) 8907 0444 or emailing [privacy@mortgagechoice.com.au](mailto:privacy@mortgagechoice.com.au).

### How do you get paid for your services?

We charge a fee for service for providing financial advice tailored to your individual situation. After your initial meeting with us, which is at our expense, you may decide to go ahead with the next stage, which includes researching, developing and preparing your personalised advice and recommendations.

Any fee to be charged for the preparation of advice will be discussed and agreed with you prior to you incurring that fee. Your Statement of Advice and the relevant PDS of each product we recommend will outline the fees and remuneration that apply.

If you require an ongoing review of your financial planning strategy, the fee for this ongoing service is based on the complexity of ongoing advice and the services provided.

We will keep you fully informed on any costs you may be facing at every stage.

Details of fees, or ranges of fees, are listed in Part 2 of the FSG.



### Do you receive any other benefits?

To assist in the provision of regular product training, professional development and ongoing technical training, including updates in relation to products for our Advisers and support staff, FinChoice have developed formal relationships with many financial product providers.

Each year we invite leading financial product providers to participate in our educational program. They contribute various amounts of up to \$55,000 (including GST) used solely to support our annual Professional Development Conference, regular Professional Development Days and for the education and training of advisers to meet regulatory and quality control standards. The level of support is unrelated to our support of any specific financial product.

It is important to note that the inclusion of a product or service on our recommended list is not influenced by any program as we subscribe to external product research and all products are individually assessed on their own merits.

### Will anyone be paid for referring me to you?

If any referral fees are applicable, these will be disclosed to you in your Statement of Advice.

The financial services offered in this Guide are provided by:  
FinChoice Pty Limited ABN 97 158 645 624, Australian Financial Services Licence No. 422854

Level 10, 100 Pacific Highway, North Sydney NSW 2060,  
PO Box 457, North Sydney NSW 2059  
**t** (02) 8907 0444, **f** (02) 9922 4194, **e** support@finchoice.com.au

Date of Issue: 24 December 2020.

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

If you are not satisfied with the service or advice you have received, you should take the following steps:

1. Contact your Adviser to discuss your issue.
2. If your complaint is not satisfactorily resolved within 5 working days, please contact our Complaints Manager:

The Complaints Manager  
FinChoice Pty Limited  
Level 10, 100 Pacific Highway, North Sydney, NSW 2060

**t** (02) 8907 0444

**f** (02) 9922 4194

**e** support@finchoice.com.au

We will endeavour to resolve your complaint as quickly and fairly as possible.

3. If an issue has not been resolved to your satisfaction, you can lodge a complaint with the Australian Financial Complaints Authority, or AFCA.

AFCA provides fair and independent financial services complaint resolution that is free to consumers.

Australian Financial Complaints Authority  
GPO Box 3

Melbourne VIC 3001

**t** 1800 931 678 (free call)

**e** info@afca.org.au

**w** www.afca.org.au

(We are a member of the Financial Services Dispute Resolution Scheme, The Australian Financial Complaints Authority (AFCA) - Membership: 46197)



### What kind of compensation arrangements are in place?

We have in place Professional Indemnity Insurance that satisfies the requirements for client compensation required under section 912B of the Corporations Act. The insurance policy covers claims in relation to the conduct of our Representatives and Employees, including those who no longer work for us (but did at the time of the relevant conduct).

### Tax Practitioners Board

As required under Tax Agent Services Act 2009, all Australian financial services (AFS) licensees and their representatives who provide tax (financial) advice services for a fee or other reward must be registered with The Tax Practitioners Board.

We are registered as a Tax (Financial) Adviser, registration number 24786561.

# Adviser Profile

## Sam Simpson Financial Adviser



I am authorised by FinChoice to help you with the following financial services:

- Personal insurance advice
- Investment planning advice
- Superannuation and rollover advice
- Wealth creation
- Retirement planning
- Portfolio review services

I can provide advice on and deal in the following financial products:

- Deposit products
- Debentures, stocks and bonds
- Life insurance - risk
- Life insurance - investment
- Managed investments
- Retirement savings accounts
- Securities (shares and managed funds)
- Superannuation
- Standard Margin Lending
- Self Managed Superannuation Funds

## About this profile

This Adviser Profile sets out the details of the Representative, the services and products they may provide and details of the remuneration FinChoice Pty Limited ABN 97 158 645 624, AFSL 422854 ("FinChoice") and the Representative may receive.

This Adviser Profile is Part 2 of the FinChoice Financial Services Guide (FSG) and should be read together with Part 1.

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### Authorised Representative

Sam Simpson is a Director and shareholder of Wealth Avenue Pty Ltd ACN 600 164 305, and is an Authorised Representative (No. 001003965) of FinChoice Pty Limited. Sam Simpson is registered with the Tax Practitioners Board as a Tax (Financial) Adviser and is able to provide tax advice relevant to the strategies and financial products recommended.

Wealth Avenue Pty Ltd is a Corporate Authorised Representative (No. 000464390) of FinChoice Pty Limited.

FinChoice has authorised Wealth Avenue Pty Ltd and Sam Simpson to distribute this FSG.

### Professional experience

I have been a Financial Adviser since 2009, having worked in the financial planning industry since 2007.

I am passionate about empowering people by giving them a sense of direction with, and control of, their financial affairs. It is extremely satisfying being able to have a positive impact on someone's life and join them on their journey to financial freedom.

I really enjoy the personal element of being a Financial Adviser. Meeting people from all walks of life, hearing their stories and building a relationship with them over time is both interesting and rewarding.

I've worked a wide variety of clients, from mums and dads to business owners, high net worth individuals, retirees and young people just starting out on their financial journey.

I look forward to meeting you!

### Professional qualifications

CERTIFIED FINANCIAL PLANNER(r)

Bachelor of Commerce

Advanced Diploma of Financial Services

Diploma of Financial Services

### Professional memberships

Financial Planning Association of Australia (FPA)

**Sam Simpson** Financial Adviser

**m** 0412 665 355 **p** 02 8765 8702 **e** sam.simpson@finchoice.com.au

**w** FinChoice.com.au/sam.simpson

Suite 106, 43 Majors Bay Road, Concord NSW 2137

# Our process

When you meet with us, we will walk you through a five step advice process:

## 1. Discovery

We'll meet with you to really understand your current financial position, as well as help you identify your financial and lifestyle goals. Together we'll determine the areas where you may need our help, and your first meeting is on us!

## 2. Research

If you choose to go ahead with the advice, we'll do all the necessary research and develop your personalised financial plan.

## 3. Approval to proceed

We'll meet with you to present your plan and discuss our recommendations. You will get a Statement of Advice confirming the recommendations in writing.

## 4. Implementation

Once you are comfortable with your plan, we'll put it into action.

## 5. Review

Ongoing advice is also available, where we will continue to manage your strategy. You will be provided with an Annual Report and the opportunity to meet to discuss the report to keep you on track to achieving your goals.

## Fees & charges

### Investment & superannuation

We will charge a fee for service for providing investment and superannuation advice regarding your situation, with these fees directly payable to us. The following outlines how the fees will be calculated.

### Initial Advice

We will charge a fee for service of usually between \$770 and \$8,800 for your initial advice which includes research, strategy development, Statement of Advice preparation and the implementation of any recommendations. Any fees charged may vary depending on the complexity of the advice provided and will be agreed with you prior to commencement.

### Ongoing Service Fee

We will determine with you the ongoing service package you require to ensure the appropriate management of your strategy to meet your goals and objectives. The fee for this ongoing service is based on the complexity of ongoing advice and the services you require. Your Adviser will discuss these fees with you and obtain your agreement on the amount and the method of payment.

We offer a number of Ongoing Service Packages with the price range starting

from \$2640 per annum per package.

In some cases fees may be deducted monthly, quarterly, semi-annually or annually from your client account.

In addition to the above, we will charge a fee for service for providing any cashflow coaching access via our MoneyTrack platform. The DIY package starts at \$330 per annum or for the Adviser to provide the coaching service up to \$1,320 per annum.

Details of the services provided within the Ongoing Service Packages are contained in the Statement of Advice (SoA) and the Client Service Package Agreement. The ongoing service fee is reviewed annually and subject to a minimum CPI increase.

### Dealer Service Fee

An additional Dealer Service Fee of up to 0.11% of Funds Under Management is charged by us on platforms that allow an equivalent Dealer Service Fee to be charged. This fee is retained in full by us to fund ongoing technical training of the our advisers and the external technical expertise required to enhance the recommended investment models. Fee Calculation: If you had \$20,000 in your platform account, the fee (excluding cash balances) would be \$22 per annum.

### Hourly Fee

If you haven't committed to an Ongoing Service Package, we can provide a review of your existing strategy for an hourly fee of up to \$350 per hour. Prior to providing any additional service we will advise you as to whether an hourly fee will apply.

### Insurance

#### Initial Advice

We will charge a fee for service between \$1,200 and \$2,250 for providing insurance recommendations, with these fees directly payable to us.

#### Commission

##### Initial Commission

Insurance products generate an Initial Commission, calculated on the value of the first year's premium of between 0% and 66%. This commission is paid to us by the product provider and is not a direct cost to you.

##### Ongoing Commission

Insurance products generate an Ongoing Commission, calculated on the renewal premium paid of between 0% and 22%, for as long as you hold the product. This commission is paid to us by the product provider and is not a direct cost to you.

Note: Exact fees, charges and commission applicable to the advice provided to you will

be included in your Statement of Advice.

## Referrals

Mortgage Choice Ltd Franchises will receive a maximum of 10% of the Initial Insurance Commission received and/ or a maximum 10% of the Initial Advice Fee received for referrals to FinChoice. Total referral fees payable are capped at \$750 per client group. All relevant referral fees will be detailed in your Statement of Advice.

## Remuneration

We will pay Wealth Avenue Pty Ltd up to 93% of all fees and initial or ongoing commissions received as a result of the Advisers recommendations to you. Sam Simpson is a Director and shareholder of Wealth Avenue Pty Ltd and may be remunerated by a mix of salary, performance bonus, director's fees and dividends.

## Approved product list

We utilise research from external research houses to establish a list of preferred financial products. In providing advice to you our Advisers recommend products from this Approved Product List.

Our Investment Committee, along with representatives from our external research house, meets at least 6 times per annum to review the approved product list. Our Investment Committee is responsible for the investment philosophy of determining long term strategic asset allocation, review of performance of investment options on the APL and ensuring that the Approved Product List is able to meet the various needs of our clients given a variety of potential economic and investment scenarios.

## Other benefits

Our Advisers may receive other benefits including attendance at professional development programs, conferences and other incentives such as allowances and other related entertainment benefits. Any benefit over \$300 is to be disclosed via the FinChoice Alternate Form of Remuneration Register (Soft Dollar Benefits). Our register is publicly available and you can access it by sending a written request to:

## The Compliance Manager

FinChoice Pty Limited  
Level 10, 100 Pacific Highway,  
North Sydney NSW 2060  
e support@finchoice.com.au

Note: All prices include GST

# Privacy Statement

We are committed to protecting your privacy. This Privacy Policy describes how we collect, use, store and disclose your personal information in accordance with the Privacy Act 1988 (Cth). In this Privacy Notice, by 'we', we mean:

- Our mortgage broking business, Mortgage Choice Limited (ACN 009 161 979)
- Our financial advice business, FinChoice Pty Limited (ACN 158 645 624);
- Its related entities, franchises, subsidiaries, and employees; and
- The financial advisers that will assist you, while acting as authorised representatives of FinChoice Pty Limited.

The main purpose for which we collect your personal information is to provide you with financial advice, for example to consider your financial situation and goals, arrange for our advice to be implemented like arranging insurance or investment or superannuation products, and to provide you with ongoing services. Other purposes include to:

- Provide you with information about products or services, including by email, sms or mail. You may opt out of this at any time by getting in contact with us;
- Perform internal functions such as administrative, accounting, marketing, information technology system, planning and research requirements;
- Manage your ongoing requirements or ongoing relationship with you, improve our services, develop our products and conduct research;
- Comply with legal and regulatory requirements, and prevent fraud or crime, for example to verify your identity for anti-money laundering and counter-terrorism financing purposes;
- Refer you to other organisations, service providers or business partners; and

Use cookies to give you online advertisements based on prior visits to our website. You may opt out of Google's use of cookies by visiting the Google's advertising opt out page (<http://goo.gl/5BL8t>).

We generally collect your personal information from you. We may also collect personal information from third parties such as:

- Our related companies, franchises and subsidiaries, for example from our mortgage brokers;

- Credit providers, accountants, lawyers, insurers including mortgage insurers, companies you invest with, superannuation providers, brokers and other professional advisers, real estate agents and persons acting on your behalf for example guardians and persons holding power of attorney;
- Organisations who you ask our advisers to arrange investments with or through, including your tax file number;
- Insurance providers where you have given permission for this information to be shared, this can include sensitive information such as health information;
- Another person or entity where you are covered under an insurance policy that covers more than one person or is taken out by someone you know;
- People who refer you to us, which is generally limited to your name and contact information;
- Credit reporting bodies, to verify your identity;
- Organisations who help us verify your identity for anti-money laundering and counter-terrorism purposes; and
- People who assist us to provide our services, including financial intermediaries from whom we obtain quotations, service providers (including marketing providers, administration and paraplanning services, software providers, data and cloud storage, and IT services), or business partners who work with us to provide you with products or services along with us to you, and people who help us with claims like assessors and investigators.

We may disclose your information to:

- Our related bodies corporate, franchises and subsidiaries e.g. between our brokers and financial advisers;
- Organisations who you ask our advisers to arrange investments with or through, including your tax file number;
- Accountants, lawyers, insurers, companies you invest with, superannuation providers, mortgage and insurance brokers and financial advisers, and persons acting on your behalf for example guardians and persons holding power of attorney;
- Insurance providers, this can include sensitive information such as health information;
- Organisations who help us verify your identity for anti-money laundering and counter-terrorism purposes;

# Privacy Statement

- People who assist us to provide our services, including financial intermediaries from whom we obtain quotations, service providers (including marketing providers, administration and paraplanning services, software providers, data and cloud storage, IT services, auditors, our lawyers and accountants), or business partners who work with us to provide you with products or services along with us to you, and people who help us with claims like assessors and investigators;
- Other companies in the event of a corporate sale, merger, reorganisation, dissolution or similar event;
- Regulatory bodies e.g. ASIC, government agencies, law enforcement bodies and dispute resolution bodies e.g. the Australian Financial Complaints Authority; and
- People who refer you to us.

We are required under the Anti-Money Laundering and Counter-Terrorism Finance Act 2006 (Cth) to collect your personal information in order to verify your identity.

In most circumstances, it will be necessary for us to identify you in order to successfully do business with you. However, where it is lawful and practicable to do so, we will offer you the opportunity of doing business with us without providing us with personal information. For example, if you make general enquiries about current promotional offers.

We may disclose your personal information overseas for example to software providers, administrative services or cloud storage. These parties may be located in the Philippines, United States, European Union, South Africa and other countries. If a recipient is not regulated by laws that protect your information in a way that is similar to the Privacy Act, we will take reasonable steps to ensure that they protect your information in the same way we do or seek your consent before disclosing your information to them.

For more information about how to access the personal information we hold about you, how to have the information corrected or lodge a complaint, ask us for a copy of our Privacy Policy. You can ask an adviser for this, email [customerservice@mortgagechoice.com.au](mailto:customerservice@mortgagechoice.com.au), phone our Privacy Officer on 02 8907 0444, or visit our website at [www.finchoice.com.au](http://www.finchoice.com.au)