

Wealth By Design



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lifestyle planners, financial strategists

# Your Financial Services and Credit Guide

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# Representative Profile

This document forms part of the Financial Services Guide and is designed to clarify who we are, what we do, and aims to help you decide whether to use our services.

## Who we are

Your advisers are representatives of Apogee Financial Planning Limited.

Rory Mooney  
Authorised Representative No. 242177

Tim Rogers  
Authorised Representative No. 242288

Christie Rigg  
Authorised Representative No. 257852

Max Bruins  
Authorised Representative No. 309611

Stephanie Jones  
Authorised Representative No. 333329

Leanne Jones  
Authorised Representative No. 337285

They offer their services on behalf of Apogee Financial Planning Limited.

The Financial Services that the above advisers offer are provided by Wealth Design (Australia) Pty Ltd Trading as Wealth By Design ABN 78 079 229 968 Authorised Representative (AR) number 242446

Apogee Financial Planning has authorised your advisers to provide you with this Financial Services and Credit Guide.

## FP9000 - Quality Management for Financial Planning Practices

Wealth By Design is the first financial planning practice in Australia to achieve the FP 9000 certification under the standard developed by SAI Global in conjunction with MLC Limited.



Financial Planning 9000 – Quality Management for Financial Planning Practices (FP9000) incorporates all of the requirements of ISO 9001 and thereby provides an excellent framework of internationally accepted quality business management principles and practices.

This means Wealth By Design has been independently assessed to have quality systems and processes in place to deliver for clients – now and in the future.

## Quality Advice Programme

Rory Mooney, Tim Rogers, Christie Rigg, Max Bruins, Stephanie Jones & Leanne Jones have been Quality Advice accredited by Apogee Financial Planning Ltd under our internal Quality Advice Program.

The Program involves a defined set of standards for measuring quality of advice. In order to receive Quality Advice Accreditation, they were required to meet a number of essential criteria in relation to financial planning principles and have a number of their financial plans assessed against the Quality Advice standards.

Ongoing and regular assessment of the quality of advice provided to their clients is also an important element of the Program.

## What we do

We are authorised by Apogee Financial Planning to provide financial advice in relation to:

- ✦ Wealth Accumulation
- ✦ Income & Asset Protection
- ✦ Tax Strategies
- ✦ Superannuation
- ✦ Retirement & Redundancy Planning
- ✦ Estate Planning
- ✦ Government Benefits
- ✦ Debt Management
- ✦ Credit Assistance

and to provide advice and deal in the following financial products:

- ✦ Basic Deposit Products
- ✦ Non-basic Deposit Products
- ✦ Non-cash Payment Products
- ✦ Derivatives
- ✦ Government Debentures, Stocks or Bonds
- ✦ Life Products – Investment Life Insurance
- ✦ Life Products – Life Risk Insurance
- ✦ Managed Investment Schemes, including Investor Directed Portfolio Services (IDPS)
- ✦ Superannuation
- ✦ Retirement Savings Accounts
- ✦ Securities
- ✦ Standard Margin Lending Facilities

## Contact us

For more information on anything you have read in the Financial Services Guide or Representative Profile, or if there is anything else we can help you with, please contact us at:

Level 1  
208 Greenhill Road  
EASTWOOD SA 5063  
Phone: 08 8373 0099  
Fax: 08 8373 1924  
Email: advice@wbdgroup.com.au

## Benefits we may receive

To be truly open and honest with our clients, we have detailed below how certain product purchases may benefit our business.

## Business Equity Valuation (BEV)

In the event of our death or permanent disablement, or if we were to leave the financial planning industry, Apogee Financial Planning provides a buyer of last resort option called BEV. This helps manage the transition of ownership to ensure you continue to receive advice.

Our business operates in a corporate structure. This model is less likely to be eligible for BEV as all the Principal Advisers in our business would have to either leave the industry, die, or become permanently disabled.

The value of a sale under BEV is based on a multiple of ongoing revenue received by the business on an annual basis. The multiple can range from 2.5 to 4 depending on the proportion of the ongoing revenue that comes from clients who hold MLC group financial products.

Here are some examples to help you understand the potential benefit to us of our clients holding MLC group product:

- ✦ If the ongoing revenue of the business was \$100,000 and 50% of our clients held MLC group products, the sale value for the financial planning business would be between \$250,000 and \$350,000;
- ✦ If the ongoing revenue of the business was \$100,000 and 85% of our clients held MLC group products, the sale value for the financial planning business would be up to \$400,000;

Importantly, BEV is subject to us meeting certain compliance requirements and standards.

# The documents you will receive from us

**This Financial Services Guide (FSG), which includes the Representative Profile presented with it, is designed to clarify who we are and what we do, and help you decide whether to use our services.**

**It also contains information on how you can pay for our services and how we ensure your satisfaction with our advice.**

In addition to this Financial Services and Credit Guide, when we provide you financial advice we will also present you with a written Statement of Advice (SOA). This will describe the strategies, products and services we recommend and outline any fees or commissions we will receive and any associations we have with financial product providers or other parties that have not already been disclosed in this Financial Services and Credit Guide.

If you receive further financial advice from us, we will present you with either another Statement of Advice or keep our own written Record of Advice (ROA). You can request a copy of this by contacting your adviser any time up to seven years from the date of the advice provided.

We will also provide you with a Product Disclosure Statement (PDS) or offer document for all financial products we recommend, where applicable, to help you make informed decisions.

## Credit Assistance

In some circumstances, we may provide you with credit assistance, that is, we may suggest that you apply for a particular contract or increase your credit limit in a particular contract;

We must not provide you with credit assistance where the recommended contract is unsuitable for you. Our assessment of suitability will be detailed in your SOA.

To make this assessment, we must make reasonable inquiries about your requirements and objectives for the credit contract or credit limit increase. We must also make reasonable inquiries about your financial situation and take reasonable steps to verify this information.

## Giving us instructions

If you want to make changes to your financial plan or provide other instructions, you can contact us using the details in the Representative Profile. Generally, you will need to give us instructions in writing (eg fax, email or letter) or another method as agreed with your adviser.

# About us

**Established in 1994, Apogee Financial Planning Limited (Apogee FP) is a leader in the Australian financial services marketplace, offering a range of financial products and services.**

As a member of the National Australia Group of companies and managing approximately \$3 billion, Apogee FP provides your adviser with essential services and resources to ensure you receive sound investment advice.

## **Our associations and relationships**

At Apogee FP we pride ourselves on providing a comprehensive range of financial planning services, underpinned by unparalleled customer service and personal attention to our clients' needs.

Apogee FP is responsible for the financial services and advice your adviser provides to you. Our advisers are authorised representatives of Apogee Financial Planning Limited ABN 28 056 426 932, Australian Financial Services Licensee Number 230689.

A number of companies within the National Australia Group, including MLC Investments Ltd, Navigator Australia Ltd, NULIS Nominees (Australia) Limited, MLC Ltd, NAB OnLine Trading Ltd, JANA Investment Advisers Pty Ltd, Plum Financial Services Ltd and National Australia Bank Ltd, are financial product providers whose products we may recommend.

Our advisers can also recommend appropriate products from a broad range of financial product providers outside of the National Australia Group to help you realise your goals and objectives.

# How we manage your personal information

**To give you appropriate advice, our advisers will need to ask you about your current financial situation, what you are looking to achieve and other personal information.**

**Without this information, your adviser may not be able to provide you with advice relevant to your circumstances.**

## Collecting your personal information

We need to collect your personal information for a variety of purposes, including to provide you with the financial services you have requested and to contact you about other products and services that may be relevant to you.

## Protecting your privacy

Protecting your privacy is essential to our business. Your file, containing your profile, personal objectives, financial circumstances and our recommendations, is kept securely by your adviser.

You are entitled to obtain access to the information we hold about you, or any preliminary assessment about the suitability of a credit contract by contacting your adviser. In some circumstances, permitted by law, we may deny you access and in that event we will explain the reason why.

## Disclosing your personal information

We may provide your personal information to the following types of service providers:

- other advisers, paraplanners and organisations who work with us to provide the financial services you have requested;
- insurance providers, superannuation trustees and product providers related to the financial services you have requested;
- organisations that help us operate our business, such as those that provide administrative, financial, accounting, insurance, research, legal, strategic advice, auditing, computer or other business services;
- your representatives, service providers, or other organisations, such as your accountant, solicitor, tax agent, stockbroker or bank;
- organisations involved in a business restructure or a transfer of all or part of the assets of our business;
- government authorities and other organisations when required by law.

## Consent to marketing activity

We presume you consent to being contacted by us about suitable products and services via the contact details you have provided. We may continue to contact you for these reasons until you withdraw your consent. You can do this at any time by contacting your adviser.

If you would like to know more about our privacy policy, please contact your adviser. For more information about your privacy, you can visit the Federal Privacy Commissioner's website at [www.privacy.gov.au](http://www.privacy.gov.au)

# Our Professional Fees

<b>Initial consultation</b>	At our expense
<b>Discovery &amp; Strategy</b>	\$1495.00
<b>Advice preparation and Implementation</b>	May range from \$2000 to \$15000 depending on the level of complexity of your personal situation and advice requirements.
<b>Ongoing fee for advice</b>	May range from \$1,000 to \$10,000 depending on the level of complexity. (Your ongoing advice requirements will determine the ongoing advice fee)
<b>Ad hoc advice</b>	Where we are engaged on an ad hoc basis, an hourly fee of between \$110 and \$275 may apply.
<b>Ongoing advice</b> (On <b>investment</b> products – including margin loans)	We do not receive commissions either directly or indirectly from any investment products (including margin loans).
<b>Ongoing advice</b> (On <b>life insurance</b> products)	Subject to our agreed fee for advice arrangement we may receive commission for our initial and ongoing advice to you. The relevant insurer will pay initial commission between 0% and 130% and ongoing commission between 0% and 33% of the annual premium for as long as you hold the product. Commissions are paid to us by the product provider and are not a direct cost to you.
<b>Ongoing advice</b> (On credit contracts)	Subject to our agreed fee for advice arrangement we may receive commission for our initial and ongoing advice to you. The relevant credit provider will pay initial commission between 0% and 0.75% and ongoing commission between 0% and 0.5% of the value of your loan for as long as you hold the product. Commissions are paid to us by the product provider and are not a direct cost to you.

Notes:

- All commissions and fees are inclusive of GST.
- Fees could be greater than those disclosed above in complex cases. In these instances, we will inform you of the exact fee payable promptly in writing.

# How you can pay for our services

**At Apogee FP, you can pay for the services you receive on a fee for advice service.**

**This allows you to know that you are paying for our advice irrespective of any product you use, clarifies the services you are entitled to, and ensures all recommendations are driven by your needs.**

We will agree with you the amount you pay based upon:

- the amount you invest;
- an hourly rate;
- a flat dollar fee, or
- a combination of the above.

You can pay in the following ways:

- as a fee for advice that will be deducted from your investment;
- as a one-off payment or in instalments;
- by direct invoice from us for initial and ongoing advice;
- via commission we may receive from a financial product provider when you commence an insurance contract, or, loan product; or
- a combination of the above.

If you are not already on a fee for advice package, you can move to this payment at any time.

## Other payments we may receive

We will provide you with details of all fees, commissions, or other benefits we may receive when we provide advice to you and, where possible, will give actual dollar amounts. If we cannot provide this accurately, we will provide worked-dollar examples.

Even if you don't receive personal financial advice from us, you can still request the details of any fees, commissions or other benefits we receive in relation to any other financial service we provide you.

## Benefits we may receive

Sometimes in the process of providing advice, our advisers may receive benefits from product providers.

## Conferences

Our advisers may attend conferences subsidised in whole or part by product providers. Eligibility to attend may be based on business revenue targets as well as achieving our internal quality standards and accreditation. Apogee FP may also receive sponsorship payments from product providers to subsidise our own conferences and professional development events.

The Representative Profile provides details of other benefits your adviser may receive.

## Non-monetary benefits

Apogee FP and your adviser keep a register detailing any non-monetary benefit (greater than \$300 value) that may be received from a product provider. You can view this register by contacting your adviser.

## Referrals

If you have been referred to us or we refer you to someone else, we may have arrangements in place to pay or receive a referral fee, commission, or other benefit.

This is generally:

- a fixed fee;
- a proportion of any initial and/or ongoing fees or commissions; or
- a combination of both.

Details of any arrangement will be provided in our advice to you.

# Your confidence in our advice

**Your satisfaction is very important to us and we have procedures in place to resolve any concerns promptly and fairly.**

**If you are unhappy with the advice you receive or other aspects of our service, please let your adviser know so we can act on it immediately.**

## **Our complaints procedure**

If your adviser has not satisfactorily resolved your complaint, please put your complaint in writing or contact our Advice Dispute Resolution Team on

1800 611 950.

Please mark the envelope 'Notice of Complaint' and send it to:

**Advice Dispute Resolution Team  
Apogee Financial Planning Limited  
PO Box 1086  
North Sydney NSW 2059**

If your complaint isn't resolved within 45 days or to your satisfaction, then you may refer your matter to the Financial Ombudsman Service (FOS), an independent complaints handling body.

We are a member of FOS. FOS provides a free, accessible, fair and independent dispute resolutions service to consumers.

You can contact FOS on **1300 78 08 08**, at **[www.fos.org.au](http://www.fos.org.au)**, by email to **[Info@fos.org.au](mailto:Info@fos.org.au)** or in writing to:

**The Manager  
Financial Ombudsman Service  
GPO Box 3  
Melbourne VIC 3001**

Apogee FP holds professional indemnity insurance that satisfies the requirements (Section 912B) of the Corporations Act. This insurance also covers the conduct of advisers who were authorised by us at the time of your complaint, but are no longer representatives of Apogee FP.

**Apogee Financial Planning Limited  
ABN 28 056 426 932  
Australian Financial Services  
Licensee No: 230689  
Registered Office 105-153 Miller St  
North Sydney NSW 2060**

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## Grow

Lending & Cashflow Analysis  
Salary Packaging  
Employee Share & Options Plans  
Investment Design  
Superannuation Management  
Retirement Planning  
Transition to Retirement

## Protect

Personal Risk Protection  
Business Risk Protection  
Claims Management  
Asset Structuring

## Distribute

Personal Estate Planning  
Business Succession Strategies  
Claims Management  
Intergenerational Wealth Transfers  
Income Streams

