



# FINANCIAL Services Guide

**This Financial Services Guide (FSG) outlines the financial planning services provided by your Financial Adviser through LIFE Financial Planners Pty Ltd.**

LIFE Financial Planners Pty Ltd authorised the distribution of this FSG. It is an important document, which will help you decide if you want to use the services being offered. It contains information about LIFE Financial Planners Pty Ltd, the services your Financial Adviser provides, how your Financial Adviser is paid and how complaints are dealt with if you are not satisfied with the services provided.

You should read and understand this document before accepting any of the services offered. This Document includes a copy of your Adviser Profile. This document is the full FSG. When your Financial Adviser provides you with financial planning services, you may also receive:

- A Statement of Advice, which contains information about advice provided to you;
- On an ongoing basis, a Record of Advice may be provided to you; and
- A Product Disclosure Statement, which provides information about products recommended to you.

## Who is LIFE Financial Planners Pty Ltd?

LIFE Financial Planners Pty Ltd is the holder of an Australian Financial Services Licence (296182) issued by the Australian Securities and Investment Commission (ASIC). Your Financial Adviser will provide financial planning services to you as an authorised representative of LIFE Financial Planners Pty Ltd. Your Financial Adviser acts on your behalf when providing financial services to you. However, LIFE Financial Planners Pty Ltd will ultimately be responsible for the advice provided to you by its representatives.

LIFE Financial Planners Pty Ltd was established in 2004 and has grown steadily over this time, building a practice whose focus is on holistic financial planning services.

LIFE Financial Planners are authorised to provide advice and deal in:

- deposit and payment products limited to basic and non-basic deposit products;
- debentures, stocks or bonds issued or proposed to be issued by a government;
- life products including investment life products & life risk insurance products;
- interests in managed investment schemes including IDPS;
- retirement savings accounts;
- securities; and
- Superannuation.

LIFE Financial Planners is a member of Association of Independently Owned Financial Planners (AIOFP), who established Personal Choice Portfolio Services Pty Ltd (PCPS). PCPS has worked in conjunction with Asgard Wealth Solutions to provide you with Personal Choice eWrap. Personal Choice eWrap is identical to the Asgard eWrap except that it is badged differently and charges a marginally lower fee. This is referred to as a "Badging Agreement". This association to AIOFP enables LIFE Financial Planners Pty Ltd to receive a rebate of up to 45% of its net administration fee paid to PCPS. Any such payment is not tied to any volume targets nor is any restrictions placed on my recommendations.

## Protecting you and your assets

LIFE Financial Planners Pty Ltd and your Financial Adviser promote long-term investment strategies, which do not take unnecessary risks with your investments. They are restricted to the Approved Product List.

To further protect your interests, LIFE Financial Planners does not allow your Financial Adviser to:

- Act as a trustee for you or operate a trust account on your behalf
- Hold a Power of Attorney



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- Hold your funds or have access to withdraw funds on your behalf
- Act as an authorised representative of any other Australian Financial Services License holder
- Ask you to sign document, which have not been fully addressed or completed.

### **What you will receive when provided with a financial service**

Your adviser will provide you with a recommendation to meet your needs and/or objectives. To achieve this, your Financial Adviser needs to consider and discuss your investment goals and your personal and financial circumstances.

Your Financial Adviser will:

- have access to a wide range of investment strategies and products which have been researched and approved by LIFE Financial Planners Pty Ltd
- only recommend products which meet your needs objectives and circumstances
- provide you with a Statement of Advice to explain the basis for the advice, and information about fees and commissions and any associations which could have influenced the advice
- on an ongoing basis, an Record of Advice ROA will be provided instead of a SOA if there have been no significant changes in your personal circumstances or the basis of the advice has not significantly changed since your last SOA was provided. You have a right to request a copy of your ROA at any time.
- provide you with a Product Disclosure Statement, containing information about each product recommended to help you make an informed decision about whether to acquire that product
- explain any risks in relation to the recommendation/s made.

You may decide to limit the scope of the advice provided by your Financial Adviser if you only want advice on specific areas or because you want to reduce the cost of receiving advice. If you do this, you should understand that your Financial Adviser will not consider your full needs, objectives and circumstances when making recommendations. Your Financial Adviser should also provide you with relevant warnings when providing you with limited advice. Please read these warnings carefully.

### **You should always receive a Statement of Advice or Record of Advice when your Financial Adviser makes a recommendation.**

Your Financial Adviser may meet with you several times to discuss possible investment options before finalising their recommendations. Any general discussions should not be considered as advice and you should not rely solely on information given to you in discussions.

You should only rely on advice documented to you in a Statement of Advice or Record of Advice and explained to you by your Financial Adviser. You should take the time to read and understand the Statement of Advice or Record of Advice given to you, before signing or acting on them.

You could provide us with instructions via telephone, fax, email and letter. However, we must have any instruction/s from you, confirmed in writing to us before we can act on that instruction.

As a financial service provider, we have an obligation under the Anti Money Laundering and Counter Terrorism Finance Act to verify your identity and the source of any funds. This means that we will ask you to present identification documents such as passports and driver's licence. We will also retain copies of this information. We assure you that this information will be held securely.



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### **LIFE Financial Planners Pty Ltd and your Financial Adviser endeavour to provide the best financial service to you.**

We are also committed to considering your complaints and resolving them as quickly as possible. If you have a complaint about the service provided to you, take the following steps:

1. First, contact your Financial Adviser about the complaint.
2. If your complaint is not resolved to your satisfaction within 5 business days please contact LIFE Financial Planners Pty Ltd on (08) 9322 1882 or put the complaint in writing and send to:  
LIFE Financial Planners Pty Ltd  
12/643 Murray St, WEST PERTH WA 6005

If the complaint cannot be resolved to your satisfaction and it meets FOS jurisdiction rules, you can take your complaint to the Financial Ombudsman Service (FOS). They can be contacted on 1300780808. This service is provided to you free of charge. LIFE Financial Planners Pty Ltd is a member of FOS.

The Australian Securities and Investment Commission (ASIC) also has an information line on 1300 300 630 which you may use to make a complaint and obtain information about your rights. Alternatively, you can detail your complaint in an email to [infoline@asic.gov.au](mailto:infoline@asic.gov.au).

### **Life Financial Planners Pty Ltd Compensation Arrangements**

Life Financial Planners Pty Ltd confirms that it has arrangements in place to ensure it continues to maintain Professional Indemnity insurance in accordance with s.912B of the Corporations Act 2001 (as amended). In particular, our Professional Indemnity insurance, subject to its terms and conditions, provides indemnity up to the Sum Insured for Life Financial Planners Pty Ltd and our authorised representatives in respect of our authorisations and obligations under our Australian Financial Services Licence. This insurance will continue to provide such coverage for any authorised representative who has ceased work with Life Financial Planners Pty Ltd for work done whilst engaged with us.

### **LIFE Financial Planners Pty Ltd Service Fees**

#### **The Consultation Process**

##### **Initial Information Exchange**

During your initial consultation we will explain our services and fee structure and discuss your current financial situation and identify your financial goals. At this meeting we will determine if we are able to assist you in achieving your goals and if you would like to proceed. A second meeting will then be scheduled if you wish to commence the financial planning process.

This initial meeting normally takes approximately one hour.

##### **Fee: Complimentary**

At the second meeting, full personal financial details will be recorded, your financial goals and risk profile will be clearly established; any financial deficiencies will be identified and some broad suggested strategies will be discussed. At the conclusion of this meeting, we will seek authorisation to commence the preparation of a "Statement of Advice" (Financial Plan) tailored to your goals and needs. This meeting may take up to one to two hours. Our standard hourly rate will apply – this fee is incorporated into the "Plan Fee" **if authorisation to prepare a Financial Plan is provided to us.**

##### **Statement of Advice/Financial Plan (SoA)**

Your tailored financial plan is documented in a Statement of Advice (SoA), detailing the strategy, investment, and protection recommendations we propose. There are four types of plans that we may prepare.

- Comprehensive plan – typically used for complex issues  
**Fee: \$3,300\* (inc GST)**



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- Standard plan - typically used when complexities are minimal  
**Fee: \$1,650\* (inc GST)**
- Limited plan - typically used when a full analysis of your position is not necessary and when a single investment recommendation is required  
**Fee: \$880\* (inc GST)**
- Insurance Only plan – applies when life insurance advice is only required  
**Fee: \$550\* (inc GST)**

\*Additional fees will apply if specialist advice is necessary.

During your initial consultation we will advise which plan we recommend for you.

### Implementation of plan

If you wish to proceed to with the implementation of your financial plan, we will advise you of that fee with a full description of the charges within the Statement of Advice.

**Fee: will be charged based on level of work required.**

### Ongoing financial plan management

LIFE Financial Planners Pty Ltd offers a selection of options for the ongoing management of your wealth creation and protection. We will recommend the option we feel is appropriate for you.

Some of the institutions we may recommend to hold your investments and/or insurance pay us fees, which would benefit you by being offset against the cost of our service to you. Our ongoing "Review Service" rates are based on our standard fees as follows -

#### STANDARD FEES PER HOUR

Financial Planner	\$300 per hour
Senior Planning Assistant (Para-planner)	\$120 per hour
Para-planners	\$90 per hour
Administration	\$80 per hour

### The Review Service

To ensure that your financial plan remains relevant to your changing circumstances it is imperative that your plan is reviewed on a regular basis. We have a six tiered review service - Platinum, Diamond, Gold, Silver, Bronze and Essentials. Ongoing review fees are normally a tax-deductible expense however we recommend that you see professional taxation advice regarding this matter.

Review Fees are normally deducted from invested funds under management by way of a fixed dollar rate adviser service fee (excluding the Essentials Review Service).

Alternatively, you may opt to pre-pay your Review Fee separately.

All fees are subject to an increase in line with CPI and may be adjusted annually at review.

Clients may opt for a different level of service than that provided under the above schedule which should be negotiated with the Financial Planner

### Commissions:

In some instances commissions, are paid by the financial product providers for the products, which LIFE Financial Planners Pty Ltd recommends to you:

- Upfront commissions can be in the range of 0% to 5%, are paid to LIFE Financial Planners Pty Ltd, and are not paid by you. For example, if you invest \$100,000 in a product where an upfront commission of 3% is payable, the product issuer will pay an amount of \$3,000 from the \$100,000 you invest to LIFE Financial Planners Pty Ltd.



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- Ongoing commissions may also be payable, these commissions are paid each month by the financial product providers, for the duration of your holding in that investment. These are in the range of 0.5% to 1.0% per annum of the funds you invest. For example, if you invest \$100,000 in a product, for which an ongoing commission of 0.5% is payable, the product provider will pay \$500 in ongoing commissions for that year. This commission will continue to be paid as long as you stay invested in that product and LIFE Financial Planners Pty Ltd continues as your nominated adviser.

### Personal Insurance Commissions

Upfront commissions are paid for personal insurance products LIFE Financial Planners Pty Ltd recommends to you, ranging from 0%-135% of the annual premium you pay. The actual amount is calculated on the amount of the premium you pay, and varies depending on the product used. Ongoing commissions are also payable on the personal insurance products you hold. Ongoing commissions range from 0% - 35%, of the annual insurance premium you pay for the duration of your holding in that investment. These commissions are paid by the product issuer, and are included in the premium you pay, unless otherwise disclosed in a Product Disclosure Statement.

#### Example:

Year 1: The premium for an insurance product is \$500 per year. An upfront commission of 35% (\$175) is paid to LIFE Financial Planners Pty Ltd by the product provider when you purchase the product.

In each following year, the product issuer pays an ongoing commission of 5% of the applicable annual premium each year i.e.:

Year 2: 5% of \$520 = \$26

Year 3: 5% of \$540 = \$27

Year 4: 5% of \$562 = \$28

**NOTE:** Full details of all fees and commission will be provided to you in a Statement of Advice and Product Disclosure Statements at the time of receiving any recommendation. You have a right to request for further information in relation to the remuneration, the range of amounts or rates of remuneration, and soft dollar benefits received by the licensee and/or representative.

### Relationships and Incentives:

LIFE Financial Planners Pty Ltd does have a number of referrals relationships in place. In the course of these relationships their may be benefits paid and received. We may from time to time receive a benefit from preferred product providers by way of sponsorship of educational seminars, conferences or training days. Details of benefits above \$300 will be maintained on a Register.

### Privacy Statement

Your Financial Adviser maintains a record of your personal information and any recommendations made to you. If you do not want to disclose your personal details, you have the right not to do so.

If you wish to examine your file, you should ask your Financial Adviser. No fee will be charged for an access. A Privacy Policy can be provided to you upon request.



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### Adviser Profile -Marijana Ravlich

This Adviser Profile is part of the LIFE Financial Planners' Financial Services Guide (FSG), and must be read in conjunction with the main document.

#### **Are you authorised to provide financial services and products?**

Yes. I am an authorised representative of LIFE Financial Planners Pty Ltd. I am authorised to advise, and to arrange to deal in financial services products, on behalf of LIFE Financial Planners Pty Ltd.

My ASIC authorised representative identification number is 281102

I am an employee and sole director of Life Financial Planners Pty Ltd ASIC identification number 296182.

#### **What areas are you authorised to advise on?**

I am authorised by LIFE Financial Planners Pty Ltd to advise, and to deal, on their behalf on the following financial services and products:

- Managed Investments
- Superannuation
- Personal Insurance
- Shares
- Self Managed Superannuation Funds

#### **What are your educational qualifications and experience?**

- *Bachelor of Business*
- *ASIA – Financial Planning*

I have been in the Financial Services industry since 1997. Starting out in stockbroking then moved into financial planning. The focus has been on full financial planning advice.

#### **How am I paid?**

I am a salaried employee of LIFE Financial Planners Pty Ltd. I am also a Director of LIFE Financial Planners Pty Ltd as such am entitled to profits from the company and Director entitlement.

#### Soft Dollar Benefits:

From time to time LIFE Financial Planners Pty Ltd and/or I may receive a benefit from product providers by way of sponsorship of educational seminars, conferences, or training days. Any benefits greater than the sum of \$300 received from any Fund Manager or Product Provider will be disclosed in a Soft Dollar Register that I maintain and is available for viewing at your written request.

If you would like to make an appointment to discuss your financial needs and objectives in more detail please contact us on 08 9322 1882.



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## Adviser Profile - Marijana Ravlich

**Detach copy for File**

**Acknowledgements – Adviser Copy to be retained on client file**

I/we acknowledge that I/we was/were provided with the Financial Services Guide v7 dated September 2010 and Adviser Profile v7 dated Sept 2010 If you would like to make an appointment, to discuss your financial needs and objectives in more details please contact us on 08 9322 1882.

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Client  
Name:

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Client  
Signature:

Date  
received:

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Client  
Name:

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Client  
Signature:

Date  
received:

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**OR** complete as follows if FSG is mailed to Client(s):

I confirm that I sent a copy of the Financial Services Guide v7 dated September 2010 and Adviser Profile v7 dated September 2010 as follows:

Sent to (Client Name(s)): \_\_\_\_\_  
\_\_\_\_\_

Sent on (Date): \_\_\_\_\_

Sent by (Name): \_\_\_\_\_