

Financial Services Guide



Important Information

Version 2.0

2 February 2024

The purpose of this Financial Services Guide (FSG) is to explain:

- the services and types of products we're able to offer you;
- how we are paid and other benefits we may receive;
- any potential conflicts of interest we may have;
- how we protect your privacy and handle your personal information;
- how we resolve a complaint, and what you should do if you have one.

Please read through the whole FSG, as it contains important information, and we recommend you keep a copy for future reference.

This FSG is authorised and given to you by Prudentia Financial Planning Pty Ltd (ABN: 16 631 462 014) AFSL no. 544118

Address: 828 Pacific Highway, Gordon NSW 2072
Postal: PO Box 62, Gordon NSW 2072
Phone: 02 9416 0606
Fax: 02 9416 0810
Email: info@pfplan.com.au
Web: www.pfplan.com.au

If you have any questions, please contact us via the details provided below.

Other documents you may receive

When we provide you with financial planning services you may receive a:

- Statement of Advice (SoA) - outlining the personal advice we have provided to you;
- Record of Advice (RoA) - documenting further advice provided to you;
- Product Disclosure Statement (PDS) - containing information about financial products we have recommended;
- Annual Fee Disclosure Statement (FDS) & Opt-In - if you have a review service arrangement

with us you will receive details of the fees paid by you and the services you received in the previous 12 months and an estimate of fees payable for the next 12 months.

How you can instruct us

You may instruct us verbally, (by phone or in person) or in writing (email, letter or fax) using the contact details set out below.

Where you provide instructions verbally, we request that instructions are also confirmed in writing by either email, letter, or fax.

This FSG aims to:

- clarify who we are,
- what we do, and
- help you decide whether to use our services.

Please take the time to read it carefully.

Inside this guide:

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NOT INDEPENDENT - Section 923A of the Corporations Act restricts us from using certain words and expressions, such as 'independent', 'impartial' and 'unbiased', or like terms as we may receive commissions on life risk insurance products, if implemented, as a result of our advice.

Accepting insurance commissions allow us to provide more affordable advice to more clients.

About Us

Prudentia Financial Planning Pty Ltd (Prudentia Financial) is a privately owned, boutique financial planning business which caters to retail and wholesale clients.

Prudentia Financial holds an Australian Financial Services License (AFSL No. 544118) which was granted by the Australian Securities and Investments Commission (ASIC).

As a Licensee, Prudentia Financial must comply with the requirements of the Corporations Act and the con-

ditions detailed in our license. We also have compensation arrangements in place, in particular professional indemnity insurance, that comply with those requirements.

Prudentia Financial draws on the expertise and experience of the principal adviser in collaboration with the staff, experts and consultants from the financial advice industry.

We aim to build enduring relationships with all our clients by providing

quality financial advice, personal service and strategies tailored to meet your specific needs and objectives.

Conflicts of Interests

Your Financial Adviser is required to act in your best interests. They may at times provide advice on investments which they hold in their own portfolios. The size and nature of these investments are not significant and will not create a conflict of interest with the advice you are given.

Your Financial Adviser

Your Financial Adviser acts on behalf of Prudentia Financial, which is responsible for the financial services provided to you by your adviser.

Financial Advisers are remunerated by way of salary and/or bonus.

Further information about the Principal Adviser for Prudentia Financial is detailed below.

The details of your financial adviser is available on the ASIC Register of Advisers located on the Money Smart website:
www.moneysmart.gov.au

Your Financial Adviser is required to hold relevant qualifications and to undertake annual Continuing Professional Development.

Your Financial Adviser is required to act in your best interests at all times and is bound by the Corporations Act and the FASEA Code of Conduct.

We are committed to providing you with quality financial advice and a wide choice of products and a personalised service to suit your specific needs.

Principal Adviser — Sofia (Sofie) Korac JP, BAppSc, GDipFP

Sofie Korac is a director and an Authorised Representative (no. 400164) of Prudentia Financial. Sofie is remunerated by way of salary, director's fees and/or bonus.

Having worked in the financial services industry since 2005, Sofie has gained extensive experience in a range of financial planning strategies including wealth creation, personal

protection, superannuation, retirement & aged care planning.

Qualifications:

- Graduate Diploma of Financial Services (Financial Planning)
- Self Managed Superannuation Fund accreditation
- Margin Lending and Geared Investment accreditation

- Certificate IV of Financial Services (Mortgage Broking)
- Aged Care Professional accreditation
- DFP5v2 Tax for Financial Advising

Sofie is a member of:

- Financial Advice Association of Australia (FAAA)

Financial Planning Services

Your Financial Adviser is authorised to provide advice in relation to:

- Wealth Accumulation
- Income and Asset Protection
- Superannuation
- Retirement and Redundancy Planning
- Aged Care Planning
- Government Benefits
- Cash-flow and Debt Management
- General Estate Planning
- Tax Strategies

Prudentia Financial is able to offer both personal and general advice to retail and wholesale clients.

Personal advice

This is where your Financial Adviser, in giving the advice, has taken into consideration one or more of your relevant personal circumstances.

General advice

This is advice where the advice given has not taken into account your relevant personal circumstances.

If you are provided with general advice, you will be advised that you should consider the appropriateness of the advice, in light of your relevant personal circumstances, before acting upon the advice.

We are able to offer these services and advice on the products detailed below to both retail and wholesale clients.

Products

We are authorised to provide financial advice on and deal in the following financial products:

- Basic Deposit products
- Non-basic Deposit products
- Superannuation
- Retirement Savings Accounts
- Managed Investment Schemes, including Investor Directed Portfolio Services (IDPS)
- MDA Services
- Government Debentures, Stocks or Bonds
- Securities (ASX)
- Standard Margin Lending Facility
- Life insurance products (Death, Disability, Trauma, Income Protection)
- Investment Products offered by life insurance companies (Annuities and Investment Bonds)

Where we are not authorised to provide you with a financial service or financial product that you are interested in, we will advise you of this and refer you to an alternative source of advice.

Financial Advice Process

To ensure your Financial Adviser provides the best possible advice, they need to understand your personal financial situation, objectives and needs; formulate and compare different strategies and/or products; and then determine the course of action that is in your best interest.

We recommended that clients review their financial plan at least annually.



Fee Schedule

We are committed to a fair and transparent fee arrangement for the advice and services we provide. We offer flexible payment options to suit your needs. All fees are payable to Prudentia Financial Planning.

All fees and commissions payable by you will be explained to you at the time the advice is given and detailed in the SoA, RoA and PDS.

Fees will only be charged when agreed with you.

You will have the ability to confirm your preferred payment option prior to the provision of personal advice.

Fees detailed include GST.

Initial Consultation

Initial fee is charged at \$360 per hour or part thereof for first consultation and general advice.

If you proceed with our personal advice service, the initial fee will be deducted from the Statement of Advice fee.

Advice Fee

The fee charged will be based on the time spent on, and/or the complexity of, developing your financial plan. The current rate is \$360 per hour.

The Statement of Advice fee usually ranges between \$3,800 and \$9,900 depending on the complexity and number of advice areas sought.

Implementation Fee

You may be charged a fee based on the complexity and facilitation required to implement your financial plan.

The implementation fee is equal to 0.55% on the first \$500,000 invested (Nil thereafter); subject to minimum of \$770 & maximum of \$2,750.

Ongoing Review Service Fee

You may be charged an ongoing service fee. This fee will depend on the service levels required to provide ongoing advice, review and management of your financial plan, super/investment portfolio and/or insurances to ensure your strategies remain current.

The ongoing service fee includes a flat fee and percentage based fee.

⇒ Flat fee of up to \$123 per month (linked to CPI), plus

⇒ Percentage based fee of up to 0.77% per annum of funds under management (or equivalent dollar fee where borrowed funds are used).

Payment Options

Fees can be paid either directly as invoiced, by cheque or EFT, or via monthly direct debit from your investment or superannuation fund.

We don't accept cash payments.

Other benefits

Prudentia Financial does not accept volume-based payments from product providers.

We may on occasion accept benefits such as attendance at industry events, training support and educational or technical seminars.

Details of benefits valued between \$100 and \$300 will be included on a register and a copy is available to you upon request. Benefits of over \$300 are generally not be permitted.

Referral fees

We do not receive fees or other benefits where your financial adviser has referred you to an external party. Should this position change, any fee or benefit received by us will be disclosed to you in writing.

Insurance Commission

Where personal insurance products are recommended, the insurance provider may pay us commission.

The amount paid will depend on the insurance premium and will continue for the duration of the policy. This is factored into the cost of the policy and is not an additional cost to you.

The payments, if applicable, will be outlined in your SoA / RoA.

Initial Commission

We may receive an upfront, one-off payment from the insurer of between 0% to 66% of your premium

(including GST) when you start a new policy.

If you cancel your insurance policy within the first 2 years, we reserve the right to charge a fee for services rendered.

Ongoing Commission

We may also receive a further payment from the insurance provider of between 0% to 33% of your renewal premium (inclusive of GST), while you continue to hold the policy.

Claims Assistance

We may charge a claims management fee if you require our assistance. The fee is only payable on a successful claim and is calculated as 5.5% of a lump sum payment or on the first 24 months' income protection payments (before tax). We will confirm this fee with you before we provide this service.

A straight forward claim for existing clients may receive this service free of charge (at Director's discretion).

Contact Us

Primary Business Address:
Suite 2, Level 3, 828 Pacific Highway
(PO Box 62) Gordon NSW 2072
Phone: 02 9416 0606
Fax: 02 9416 0810
Email: info@pfplan.com.au

**We're on the
Web!**
pfplan.com.au

Consent to marketing activity

We will contact you from time to time with information on products that may be suitable for you. We may continue to contact you for these reasons until you withdraw your consent. You can do this at any time by contacting us and we will process your request as soon as practicable.

You're in safe hands



If there is a problem

We are committed to providing our clients with a quality advice service and we welcome suggestions as to how we may improve our services.

If you have any concerns or a complaint about the service provided to you, please contact your Financial Adviser in the first instance.

If you are dissatisfied with their response we ask you to write to:

Prudentia Financial Planning
Dispute Resolution Team
PO Box 62
Gordon NSW 2072 or
Email: info@pfplan.com.au.

We have a dispute resolution process for the management of complaints. We will endeavour to research the matter and

respond with an acceptable resolution to your complaint within 30 days.

If you are dissatisfied with how we have handled your complaint, you may refer the matter to the Australian Financial Complaints Authority (AFCA), an External Disputes Resolution Scheme, of which Prudentia Financial is a member. The service is free of charge.

You can contact AFCA by writing to:
Australian Financial Complaints
Authority
GPO Box 3
Melbourne VIC 3001

Phone: 1800 931 678
Email: info@afca.org.au
Web: www.afca.org.au

Your Privacy

The privacy of your personal information is important to us. We collect your personal information so that we can provide the services outlined in this FSG. If we are not able to collect the information we request, we may not be able to ensure we provide the services, in particular financial advice, most appropriate to your needs.

We collect, handle, use and disclose your personal information in accordance with our Privacy Policy, available by contacting us.

We may collect personal information, including some sensitive information such as details of your health directly from you, or with your authority by other means, in accordance with the *Privacy Act*. We will maintain a record of your personal information, in compliance with regulatory obligations.

We will disclose personal information to third parties in limited circumstances, including:

- with your approval, on application forms and/or personal insurance forms for products you agree to use;
- if you provide us with consent to do so;
- as required by law.

You can gain access to your personal information that we hold about you, you can ask us to correct information we hold about you, and if you have a complaint about a privacy issue, please tell us in writing using the contact details above.

For more information about your privacy, you can also visit the Office of the Australian Information Commissioner's website at www.oaic.gov.au

The Professional Indemnity insurance provides cover for claims against Prudentia Financial and its Authorised Representatives including claims in relation to the conduct of representatives who are no longer authorised with Prudentia Financial but who were at the time of the relevant conduct.

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