

## FINANCIAL SERVICES GUIDE

This Financial Services Guide (FSG) describes our financial planning and advisory services to assist you to decide whether to use our services. It describes how we are remunerated, our professional indemnity insurance and how we handle any complaints you may have.

### OUR SERVICES

Barden Private Wealth Pty Ltd provides this FSG, and is a Corporate Authorised Representative (No. 416315) of BPW Licensee Services Pty Ltd, Australian Financial Services Licence (AFSL) No. 484198.

We can provide a wide range of services from comprehensive financial and investment planning to tailored advice on limited financial strategies or selected products.

Our comprehensive advisory services, will:

- Identify your financial and investment objectives with you, taking into account your current financial position and personal circumstances; &
- Develop and implement strategic financial planning and investment strategies to assist you in achieving your financial goals.

We provide advice in the following areas:

- Cash Management – budgeting, debt management
- Superannuation – consolidating or optimising superannuation, finding lost superannuation
- Life Insurance – personal or business succession
- Investment – full financial plan, one off investment, gearing
- Retirement – transition to retirement, social security advice, aged care planning
- Retirement planning – income and investments
- Self-Managed Super Fund – advice, establishment & management
- Managed discretionary account services
- Estate Planning
- Succession Planning

Our initial advice will be provided to you in a financial plan, known as a Statement of Advice (SOA) which will be provided to you in writing. We will keep a record of any further advice we provide you for seven years. You may request a copy by contacting our office.

You will also receive a Product Disclosure Statement (PDS) if we have recommended you invest in or purchase a financial product. The PDS contains key features of the recommended product, significant benefits, risks and the fees you pay the product provider to professionally manage your investment.

You should read any warnings contained in your financial plan or the PDS carefully before making any decision relating to a financial strategy or product.

The financial products we can arrange for you include:

- Deposit and payment products
- Securities
- Managed investment schemes
- Superannuation, including SMSFs
- Investor directed portfolio services
- Managed discretionary account services
- Government debentures, stocks and bonds
- Retirement savings accounts
- Life risk and investment products
- Margin lending

We research a broad range of products and select those that are worthy of recommendation to our clients. We also review the performance of those products periodically to ensure they remain competitive and will meet your ongoing needs.

We act for you when giving advice and arranging financial products.

#### **OUR MANAGED DISCRETION ACCOUNT SERVICE**

We are authorised by ASIC to provide a Managed Discretionary Account (MDA) service.

An MDA Service is an extra service that allows us, as the MDA Operator and the MDA Adviser, to manage your investment portfolio in line with a documented Investment Program.

We do this directly by managing your portfolio. Or, where appropriate, we will operate the MDA service utilizing the services of a suitable third-party service provider's platform. If we do this, we will make a recommendation to you in a SoA, detailing any applicable fees, together with the Financial Services Guide of the third-party service provider.

As an MDA Operator, we do not hold legal title to any client's portfolio of assets or provide custodial and depository services. Therefore, if a MDA Manager (an external MDA 'Custodian') is required, we will make a recommendation to you in a SoA, detailing any applicable fees, together with the Financial Services Guide of the external MDA Custodian.

The key feature of a MDA service is that investment decisions can be made and implemented on a client's portfolio without obtaining approval at the point of each transaction. All transactions must be in line with the Investment Program.

The MDA service only allows us, or an investment manager, to make changes to the investments within your account. Part of the service provides authority to withdraw funds from the account, which is used to settle investments and costs where necessary. No one will have authority to transact on any of your investments held outside the account.

If we offer you a MDA service and either manage your portfolio directly, or by utilizing the services of a third-party service provider, you will retain legal and beneficial titles to the assets of the investment portfolio. This does not include custodial or depository services.

If we offer you an MDA service where a licensed Custodian is required, the Custodian will hold legal title to your assets and you will hold beneficial title.

Our authorised representative will determine the suitability of an MDA service for you, as we do not offer this service to all clients.

### **MDA Service Agreement & Investment Program**

We will provide you with a SoA where we recommend you enter an MDA service. The SoA will explain why we believe the service is suitable for you. It will also set out the terms and conditions of the MDA service and the Investment Program including:

- The nature and scope of discretion under the service including any discretion that must be exercised
- The investment strategy that is to be applied in exercising the discretion
- An explanation of any significant risks associated with the service
- Warnings in relation to limited or inaccurate information provided by you

You can establish the MDA service by signing the Authority to Proceed at the back of the SoA as well as the portfolio management agreements. You will need to provide a Power of Attorney and enter into a MDA Contract with us, and or our recommended provider as applicable, before we can provide the service to you.

### **MDA service risk**

Subject to the discretion held, changes will be made to the investments in your account without first contacting you or seeking your approval. You will not be able to consider each change before it is made.

### **How do you know we will manage your investments appropriately?**

We will only recommend an MDA service where it is suitable for you. Once in place, changes will only be made to your investments which are consistent with our understanding of your financial needs, objectives and circumstances. We will also comply at all times with the MDA Contract and the Investment Program that is agreed upon with you.

It is important that you immediately inform us of any significant changes to your financial needs, objectives or personal circumstances, otherwise the MDA service may not be suitable for you.

We will undertake an annual review to ensure that the MDA Service and the Investment Program remain appropriate for you.

You will have access to on-line reporting for your account. This will allow you to view the transactions undertaken on your behalf and to understand their impact on your account.

### **Other important information**

We will contact you for instructions where action is required on your account, which is outside our authority.

The name and contact details of your administration service provided will be detailed in your MDA contract.

You can cancel the MDA Service or request changes to the Investment Program at any time by notifying us in writing.

This section of the FSG complies with the conditions of ASIC's relief and Class Order 04/194.

**Note that we do not offer the MDA Service to all clients.**

## **HOW CAN YOU DEAL WITH US?**

You can deal with us in person, by phone, fax or email. It is important that you provide us with complete and accurate information about your circumstances and you take the time to check any assumptions we make and the basis for our advice. If you don't our advice may not be appropriate for your needs.

Naturally, your circumstances may change over time. When this happens, our initial advice and recommendations may no longer be appropriate for you. We can periodically review your financial position, personal circumstances, financial goals and investment strategies to decide whether those strategies and goals and the financial products you hold are appropriate. Or, you can contact us for a review when your circumstances change.

## **HOW WE ARE PAID**

### **Advice Fees**

The cost of providing our service to you will depend upon the nature of the service provided. Barsden Private Wealth will receive some or all the following types of remuneration:

- A set dollar amount
- A percentage of the funds that you invest; or
- A combination of these methods

Our advice fees may include charges for the following:

### **Initial advice**

The initial advice fee covers the cost of researching and preparing your financial plan and is based on a set dollar amount.

Before providing you with initial advice we will prepare a Client Engagement Agreement. The Client Engagement Agreement sets out the scope of our initial advice will cover and how much it will cost you. In addition, the initial advice fee will be disclosed in your SoA.

### **Advice implementation**

The advice implementation fee covers the administrative time spent implementing the recommended strategies and products and is based on a set dollar amount. The advice implementation fee will be disclosed in your Client Engagement Agreement and / or your SoA.

### **Ongoing advice**

The ongoing advice fee covers the cost to review the strategies and the products recommended in your SoA. An ongoing review helps you take advantage of opportunities as they become available. The fee for the ongoing advice service is calculated as either a set dollar amount or a percentage of your investment value. The fee will depend of the asset mix and the ongoing service levels you require. Ongoing advice fees may increase each year in line with the Consumer Price Index (CPI) or by a fixed amount or fixed percentage each year. Full details will be provided in your SoA.

### **Life insurance services**

If we arrange life insurance for you, we will receive a commission from the insurer with whom we place your insurance. The amount is a percentage of the premium (excluding taxes and statutory charges) and is included in the premium quoted to you. We will tell you the amounts that we will receive (or if we do not know, the way our remuneration will be calculated) when we advise you about your insurance requirements. This commission is included in the premium for the policy.

We may also charge you an insurance advice fee, the amount of which will depend upon the type of insurance we arrange. This fee is payable in addition to the premium.

Full details will be provided in your SoA.

### **Non-monetary benefits**

Some product issuers may give us, your adviser or our licensee other benefits such as training seminars or sponsor sporting events. These benefits may change from year to year. We maintain a register to record any alternative forms of remuneration or benefits that we may receive that requires disclosing.

## **WHO WE PAY?**

### **Advisers**

Our advisers are paid an annual salary. We may also ask you to agree that they also receive a share of the fees you pay us or the commissions we receive. Our advisers may be eligible to receive a performance bonus if they meet pre-set agreed key performance indicators.

### **External Service provider's**

We pay third party service provider's for the provision of their services provided to you. The fee will depend on the ongoing service levels you require and how it will be paid. Full details will be provided in your Statement of Advice.

## **IMPORTANT ASSOCIATIONS**

One of our advisers, Mr Paul Barsden, is a director and shareholder in our business/authorising AFS licensee.

Further, we may refer you to BPW Financial Services Pty Ltd if you need help with Credit Services (e.g. mortgages, loans etc.) Our director, Mr Paul Scott Barsden, is also a director / shareholder of BPW Financial Services Pty Ltd.

## **OUR PROFESSIONAL INDEMNITY INSURANCE**

Our AFS licensee has professional indemnity insurance in place which covers us for any errors or mistakes relating to our financial planning services. This insurance meets the requirements of the Corporations Act and covers the services provided by us, our advisers and or our authorised representatives after they cease working with us provided we notify the insurer of the claim when it arises and this is done within the relevant policy period.

## WHAT TO DO IF YOU HAVE A COMPLAINT?

If you wish to complain about our services, you can either discuss the matter with your adviser or contact our Complaints Officer on (08) 9468 0342. We will acknowledge receipt of your complaint immediately, and attempt to resolve it within 45 days.

Our AFS licensee is a member of the Credit & Investment Ombudsman, an external dispute resolution scheme. If you are not satisfied with the manner in which we handle your complaint, you are entitled to take your complaint to them. Their contact details are their website at [www.cio.org.au](http://www.cio.org.au)

You can access this scheme for free and any decision they make is binding on us, but not on you.

## HOW CAN YOU CONTACT US?

We can be contacted at:

<p><b>Our contact Details</b> Barsden Private Wealth Pty Ltd ATF the BPW Trust AR No. 416315 <b>Perth Office:</b> Level 1, 11 Lucknow Place, West Perth WA 6005 <b>Dunsborough Office:</b> Unit 7, 20 Faure Lane Dunsborough WA 6281</p>	<p><b>Our AFS licensee</b> BPW Licensee Services Pty Ltd ABN: 83 608 857 790 AFS Licence No: 484198 C/o 160 Endicott Loop Dunsborough WA 6281 Ph: (08) 9468 0342 Mb: 0424 126 034 E: <a href="mailto:compliance@barsdenprivatewealth.com.au">compliance@barsdenprivatewealth.com.au</a></p>
<p><b>Our Representatives</b></p> <p><b>Paul Barsden</b> Representative No. 306835 Ph: (08) 9468 0342 Mb: 0424 126 034 Fx: (08) 6230 5140 E: <a href="mailto:paul@barsdenprivatewealth.com.au">paul@barsdenprivatewealth.com.au</a></p> <p><b>Mark Lockwood</b> Representative No. 245010 Ph: (08) 6388 8922 Fx: (08) 6230 5140 E: <a href="mailto:mark@barsdenprivatewealth.com.au">mark@barsdenprivatewealth.com.au</a></p>	<p><b>Geoffrey Ivanac</b> Representative No. 309751  Mb: 0499 976 058 E: <a href="mailto:geoff@barsdenprivatewealth.com.au">geoff@barsdenprivatewealth.com.au</a></p>

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## **HOW WE PROTECT YOUR PRIVACY?**

We are committed to protecting your privacy. We use the information you provide us to advise you on your financial circumstances, goals and strategies. We provide your information to the product issuers with whom you choose to deal (and their representatives) and to third parties who provide services to assist us in our business, banks, brokers and administrators. We do not trade, rent or sell your information. We may disclose your information to recipients in the United States of America for the purpose of required transaction notifications (E.g. Form W-8 BEN). We may also store your information in the 'cloud' for the purposes of data storage and file backups. These 'cloud' service providers may be in countries not regulated by laws, which protect your information in the way that is similar to the Privacy Act. If a recipient is not regulated by laws, which protect your information in a way that is similar to the Privacy Act, we will seek your consent before disclosing your information to them.

When we recommend a provider, we will provide their PDS which will outline their privacy policy.

If you don't provide us with full information, we can't properly advise or assist you with your financial services needs. For more information about how to access the information we hold about you, how to have it corrected and how to complain if you think we have breached the privacy law, ask us for a copy of our Privacy Policy by contacting us on 908) 9468 0342 or via email to [compliance@barsdenprivatewealth.com.au](mailto:compliance@barsdenprivatewealth.com.au)