

## 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

Bardsden 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 DISCRETIONARY ACCOUNT SERVICE**

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

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

If we provide you with MDA services you will also receive our **Financial Services Guide Part (MDA)**

#### **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 dependent 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.

#### **Referrer's**

If you were referred to us, we may pay the person who referred you up to 22% (incl GST) of the remuneration we receive for providing services to you.

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

We pay third party service provider's for the provision of their services provided to you. The fee will dependent of 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 Australian Financial Complaints Authority Limited ABN 38 620 494 340, 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.afca.org.au](http://www.afca.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>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          Mb: 0409 249 732          Fx: (08) 6230 5140          E: <a href="mailto:mark@barsdenprivatewealth.com.au">mark@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 (08) 9468 0342 or via email to [compliance@barsdenprivatewealth.com.au](mailto:compliance@barsdenprivatewealth.com.au)