

FINANCIAL SERVICES GUIDE

LICENSEE

BPW Licensee Services Pty Ltd
AFSL No. 484 198

This FSG is authorised for distribution by BPW Licensee Services Pty Ltd.

AUTHORISED REPRESENTATIVES

Barsden Private Wealth Pty Ltd
ASIC No. 416 315
ACN No. 153 930 799

Paul Barsden
ASIC No. 306 835

The Authorised Representatives act on behalf of BPW Licensee Services who is responsible for the services that they provide.

The Licensee and Authorised Representatives are located at:

Unit 7, 20 Faure Lane
Dunsborough, WA, 6281

PURPOSE OF THIS FSG

This FSG will help you decide whether to use the services that we¹ offer. It contains information about:

- The services we offer and their cost
- Any conflicts of interest which may impact the services
- How we are remunerated
- How we deal with complaints if you are not satisfied with our services.

Not Independent

Our advice on risk insurance is not independent, impartial or unbiased, when we are paid a commission by the product provider. In all other cases, we charge a fee for our advice services and do not receive commissions or other payments from product providers.

¹ In this document 'we' refers to the Authorised Representatives set out above.

OUR SERVICES

We are authorised to provide personal advice, general advice and dealing services in the following areas:

- Superannuation
- Retirement planning
- Portfolio management
- Managed investments
- Securities (direct shares)
- Personal risk insurance, and
- Margin lending

THE FINANCIAL ADVICE PROCESS

We recognise that the objectives and personal circumstances of each client are different.

Where we provide personal advice, we will listen to you to understand your objectives and circumstances. We will also ask questions to make sure we provide advice which is in your best interests.

When we first provide personal advice to you it will be explained thoroughly and documented in a Statement of Advice (SoA) which you can take away and read.

The SoA will explain the basis for our advice, the main risks associated with the advice, the cost to you of implementing the advice, the benefits we receive and any conflicts of interest which may influence the advice.

We will provide you with a Product Disclosure Statement (PDS) where we recommend a financial product other than securities. This contains information to help you understand the product being recommended.

At all times you are able to contact us and ask questions about our advice and the products we recommend.

You can provide instructions to us in writing, via phone or via email. In some cases, we may require you to provide signed instructions.

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, &
- Commissions from Insurance Providers.

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 an Initial Engagement Agreement. The Initial 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 Initial Engagement Agreement and your SoA.

Transaction advice fees

In some cases, we may charge a transaction fee on share trades. We will notify you of the fee prior to providing any advice or placing any trades.

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 The Initial Engagement Agreement and you SoA.

Ongoing Service

We provide Our initial services through a formal client engagement which sets out our services and fees.

We provide Our ongoing services via either, or a combination of an:

- Annual Engagement Agreement, or
- Ongoing Engagement Agreement.

We may provide specific services to you under a combination of these engagement types (e.g., Wealth Management Services under an Ongoing Fee Arrangement and Advisory Services under an Annual Service Agreement) as appropriate.

Annual Engagement

We provide services on an annual engagement basis. This means we engage with our clients to provide services over 12-month periods. At the commencement of each period, we will document the services that we will provide to you over the coming year, the fees you will pay and any other remuneration we may receive from third parties.

It is always your choice whether you re-engage us at the end of each 12-month period. We will only commence a new annual engagement where you have notified us of your decision in writing.

Ongoing Fee Arrangement

An Ongoing Fee Arrangement is an arrangement for the provision of personal financial services (which may include personal advice), under which a fee (however described or structured) is to be paid during a period of more than 12 months.

Each year, we will provide you with a Fee Disclosure Statement which sets out the services we will provide to you and the fees you will pay to us over the coming 12 months. We will also ask for your consent to continue with the arrangement.

Other Benefits

We may receive other benefits from product providers such as training, meals and entertainment. Details of any benefits received above \$100 will be maintained on a register which is available to you on request.

ADVISER REMUNERATION

Paul Barsden is the owner of the practice and he is remunerated through a salary and the profits that the practice makes.

MAKING A COMPLAINT

We endeavour to provide you with the best advice and service at all times. If you are not satisfied with our services, then we encourage you to contact us. Please call us, send us an email or put your complaint in writing to our office.

If you are not satisfied with our response, you can lodge a complaint with the Australian Financial Complaints Authority. You can contact AFCA on 1800 931 678 or via their website www.afca.org.au. AFCA provides fair and independent financial services complaint resolution which is free to consumers.

BPW Licensee Services holds Professional Indemnity insurance which satisfies the requirements for compensation arrangements under section 912B of the Corporations Act. It covers the financial services provided by current and past representatives.

YOUR PRIVACY

We are committed to protecting your privacy.

We have a Privacy Policy which sets out how we collect, hold, use and disclose your personal information. It also sets out how you can access the information we hold about you, how to have it corrected and how to complain where you are not satisfied with how we have handled your personal information.

Our Privacy Policy is available on request and on our website.

IMPORTANT ASSOCIATIONS

Our director, Mr. Paul Scott Barsden, is a director and shareholder in:

- **BPW Licensee Services Pty Ltd** (ABN 83 608 857 790), Our business/authorising AFS licensee (AFSL: 484-198),
- **BPW Financial Services Pty Ltd** (ACN 167 343 526), which provides Credit Services (e.g., mortgages, loans etc.), &
- **FamilyBusinessMatters Pty Ltd** (ACN 636 168 824), which provides Business Broking & Advisory Services.

Both BPW Financial Services Pty Ltd and FamilyBusinessMatters Pty Ltd will provide you with a separate agreement setting out their services and fees where you engage their services.