

# Financial Services Guide

**Our Financial Services Guide (FSG) is an important document that outlines the products and services that Guild Financial Services Limited is authorised to provide under its Australian Financial Services (AFS) Licence. The FSG will assist you in deciding whether to use our services.**

The purpose of the FSG is to provide you with information on:

- Who we are and how we can be contacted;
- The financial services we are authorised to provide;
- How we are remunerated for the services we offer you; and
- Who to contact should you have a complaint.

If you choose to use our services you will receive a Statement of Advice (SOA), or other advice document, whenever we provide you with any advice that takes into account your objectives, financial situation and needs. The SOA will contain the advice, the basis on which it is given and information about fees, commissions and associations which may have influenced the provision of advice.

If we recommend a specific financial product to you we will provide you with a Product Disclosure Statement (PDS) from the product provider. The PDS contains information about the particular product and will help you to make an informed decision in relation to the acquisition of that product.

Key information about Guild Financial Services Limited (Guild Financial Services/GFS) is included in this FSG. If you need more information or clarification, please ask us.

## Who will be providing the financial service to you?

Your adviser is an employee and representative of Guild Financial Services Limited, or a related company, and will be acting on behalf of Guild Financial Services Limited (ABN 35 004 399 464). Guild Financial Services is responsible to you for any advisory services our advisers provide. Guild Financial Services holds an Australian Financial Services (AFS) Licence issued by the Australian Securities and Investments Commission (ASIC) The Licence Number is 225590. Your adviser may also be permitted to provide financial services on behalf of a related company in the Guild Group.

## Who is Guild Financial Services?

Guild Financial Services Limited is part of the Guild Group and is wholly owned by Guild Group Holdings Limited, of whom the controlling entity is The Pharmacy Guild of Australia.

Guild Financial Services was established in 1994 to provide financial planning, superannuation and risk insurance services to members of the pharmaceutical industry and other professional organisations.

Guild Financial Services is a member of the following professional organisations:

- Financial Planning Association of Australia (FPA) (Principal Member); and
- The Investment & Financial Services Association (IFSA).



## What financial services and products do we offer?

Our AFS Licence authorises us to advise, both personal as well as general advice, and deal in the following products – securities, superannuation, Retirement Savings Account products, life products, deposit and payment products, government debentures or bonds, and managed investment products, including Investor Directed Portfolio Services (IDPS).

Some of the services and products that we provide in relation to the above authorisations include:

Services	Products
Superannuation planning	Cash management trusts
Pre-retirement planning	Retail and wholesale managed investment schemes
Retirement planning	Direct shares
Investing and wealth creation strategies	Socially responsible investments
Investment planning	Hedge funds
Budgeting and cashflow planning	Master trust products
Personal risk planning	Superannuation products
Estate planning	Self managed super funds
Business succession planning	Retirement income streams
Salary packaging advice	Business insurance products
Ongoing portfolio reviews	Personal insurance products

Guild Financial Services maintains an Approved Product List that is primarily constructed on external research and provides access to an extensive range of investment and insurance products from leading domestic and international providers.

Your adviser may only be able to provide advice or deal in products and services as detailed in our Approved Product List, or a limited range of these. Your adviser can discuss this with you when you meet.

Additional financial services may be authorised under the Guild Financial Services AFS Licence or provided by other members of the Guild Group – details can be obtained at [www.guildgroup.com.au](http://www.guildgroup.com.au)

## How are we paid for the services we provide?

### Initial appointment

At our first meeting with you, we will in general terms describe some of the various options available to you, before you decide whether you would like us to proceed with the preparation of a Statement of Advice (SOA). This initial appointment comes at no charge to you.

### Statement of Advice

If you would like us to prepare an SOA for you, we will ask you to complete a client questionnaire that seeks information on your current situation and examines your personal and financial objectives. A fee will generally be payable for the preparation of our advice and will vary depending on the time and complexity of advice involved. The fee is based on hourly rates of those involved and may be up to \$300 (excluding GST) per hour. An example of how these costs may be calculated is outlined below:

	Hourly Rate	Hours	Cost
Financial Adviser	\$300	6	\$1,800
Para Planner	\$150	10	\$1,500
Financial Planning Assistant	\$100	3	\$300
<b>Total (averaging \$189 per hour)</b>		<b>19</b>	<b>\$3,600</b>

Your adviser will provide an estimate of the cost applicable to your circumstances when you meet, prior to preparing any recommendations on your behalf. The preparation of an SOA may be subject to a minimum fee of \$1,500 (excluding GST).

### Ongoing service

We feel that a critical step in the successful implementation of any financial planning strategy is the establishment of regular reviews.

There is a need to regularly revise and update recommended financial strategies in line with changing personal circumstances. At GFS we offer a range of ongoing service packages designed to meet your needs and priced according to the services that you require.

Your adviser will discuss the precise fees with you when you both meet. On the provision of personal advice, these fees and charges will be confirmed in writing as part of your SOA, or when the service is provided.

You will be able to determine how you would like to pay for our services as either an invoiced fee payable by you, through fees or commissions received by us on your investments, or a combination of these where possible.

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### What commissions, fees or other benefits are received?

Investment product and service providers with which GFS has a relationship typically pay upfront commission of up to 4.4% of the funds invested to GFS.

Generally, our approach is to rebate these upfront commissions to your account, or alternatively offset them against our fees. Some companies also pay us an ongoing commission of up to 1.1% annually of the funds invested (often called a trail commission). Any trail commission will be paid to us for as long as the product is held by you, and where we are appointed as your adviser. In some situations, trail commissions may also be rebated to you or offset against our ongoing service fees. In some cases, based on the level of business GFS has placed with a product provider, there may be additional commission payments made to GFS of up to 0.3% annually of the funds invested.

Life insurance companies may pay us an initial commission of up to 130% of the first year's premium. In some instances, the policy must remain in force for up to two years for us to retain that commission. We may also receive a trail commission of up to 35% based on the renewal premium for the period that the policy remains in force.

Where we provide you with personal advice, the exact amount of the remuneration, fees, commissions and other benefits paid to us will be disclosed to you in the SOA.

It should be noted that our advisers are paid a salary and may also be entitled to additional bonus payments based on various factors including the level of business placed, referrals made, and the quality of service provided. The criteria for payment and the amounts involved will vary from time to time.

#### Benefits payable to external parties

GFS may pay a fee or other benefit such as sponsorship to an association or other organisation if you are referred to us. These amounts vary in method of payment but are generally within the range of 5% to 10% of the remuneration we receive. The exact amount will be disclosed to you in the SOA provided to you if you are receiving personal advice.

#### Alternative forms of remuneration

An Alternative Forms of Remuneration Register is maintained by IFSA & FPA members. The Register outlines the Alternative Forms of Remuneration which are paid and received (from givers and receivers). Registers are maintained by Fund Managers, IDPS (platform) providers, representatives and AFS Licensees. Registers are publicly available for inspection on request by the public. A copy of the GFS Register will be provided within seven days of your request to see it.

### Do any relationships or associations exist which might influence us in providing the financial services?

Your adviser may make a referral to, or provide a recommendation to invest in a product issued by a member of the Guild Group. In doing so, your adviser may be expected to place a certain level of business with a provider and your adviser may be entitled to receive additional bonus payments based on the level of business placed or the number of referrals made. GFS and the related companies in the Guild Group may also receive additional revenue for any business placed with them as a result of the referral and/or recommendation.

GFS will from time to time determine a list of preferred product or service providers, and expect its advisers to use these providers in situations where it is suitable to your needs. In doing so, GFS may be entitled to receive additional commission payments based on the level of business placed (as mentioned in the previous section).

### Circumstances where you require further advice

There may be circumstances where your adviser will provide you with further advice ie. certain circumstances where advice is provided to you subsequent to any initial or ongoing advice. If you are provided with further advice, you can request a record of the further advice, if you have not already been provided with one. You can do this by contacting your adviser or GFS.

### Do we have adequate compensation arrangements?

GFS has in place professional indemnity insurance that will also cover work done for the licensee by advisers after they cease to work for GFS.

## How can you provide us with instructions?

You may specify how you would like to give us instructions in relation to our dealings with you.

For example by telephone, fax, email or other means. There may be special instruction arrangements for some products or services – details of which are explained in the relevant PDS.

## What should you do if you have any complaints?

If you have a complaint about the service provided to you, you should take the following steps:

- Contact your adviser and tell them about your complaint, and
- If your complaint is not satisfactorily resolved within three days, please contact the General Manager of GFS or put your complaint in writing and send it to us at:

Guild Financial Services Limited

Locked Bag 7  
Hawthorn VIC 3122  
Telephone 1800 333 143  
Facsimile 03 9810 9930

We will acknowledge the receipt of your complaint and try to resolve any issues quickly and fairly.

If you still do not get a satisfactory outcome, you have the right to complain to the:

Financial Ombudsman Service

GPO Box 3  
Melbourne VIC 3001  
Telephone 1300 780 808  
[www.fos.org.au](http://www.fos.org.au)

The Australian Securities and Investments Commission (ASIC) also has an Information Line on 1300 300 630 which you may use to obtain further information about your rights.

Naturally, GFS would prefer to avoid complaints or disputes before they arise, so we encourage you to:

- Provide full details of your financial affairs to your adviser;
- Take your time with decisions and instructions;
- Make sure you fully understand what is proposed or recommended;
- Read the relevant PDS prior to making a decision;
- Regularly review your situation and/or portfolio with your adviser; and
- Contact us immediately if you have any concerns about our services.

## How do we deal with your personal information?

GFS is committed to ensuring the privacy and security of your personal information. We are required to collect certain personal and/or health information from you in order to provide you with the required financial services. The personal and health information supplied by you or third parties will be received, retained, used and disclosed by GFS (itself and/or in conjunction with third parties), its related companies, business partners and third parties such as but not necessarily limited to insurance companies and other financial institutions, for the primary purpose of evaluating, effecting, managing and administering the financial services provided to you.

Failure to provide the personal information referred to above may expose you to higher risks in respect of the recommendations made to you and may affect the adequacy or appropriateness of advice given to you. The personal information supplied by you or third parties may also be received, retained, used and disclosed by GFS, related companies and business partners for the purposes of marketing and promoting financial, insurance and other products and services provided by GFS (itself and/or in conjunction with third parties) and related companies. You may at any time request that no marketing material be sent to you.

You may access the personal and health information GFS holds about you. If you have any privacy queries or wish to obtain a full copy of our Privacy Policy Statement, please contact us directly.

## How can we be contacted?

You can contact and find out more about GFS and our office locations at our website [www.guildgroup.com.au/financial-planning](http://www.guildgroup.com.au/financial-planning) or by calling us on 1800 333 143. Alternatively you can mail us at Locked Bag 7, Hawthorn, VIC 3122.