
FINANCIAL SERVICES GUIDE

This Financial Services Guide Version 3: 23 November 2012, refers to services offered by:

Fluid Financial Planning Pty Ltd
Level 1
5 Ridge Street
North Sydney NSW 2060
ABN: 85 140 515 680
Australian Financial Services Licence No.: 389518

This Financial Services Guide (FSG) contains important information about:

- Who we are and information on your adviser
- The financial planning services and products we will be providing to you
- How we are paid for the financial planning services provided to you
- Any associations or relationships that could potentially create a conflict of interest
- Details of our internal and external dispute resolution procedures and how you can access them

If you choose to engage our services we may also provide you with a Product Disclosure Statement (PDS), a Statement of Advice (SOA), and/or a Record of Advice (ROA).

To invest in any of our financial products you must complete the application form attached to the relevant PDS for the product/s you have chosen. The PDS contains important information specific to the particular product and will assist you in making an informed decision about that product.

If we provide you with personal financial product advice rather than general financial product advice we will give you an SOA. Personal financial product advice is advice that takes into account one or more of your objectives, your financial situation, and your needs.

The SOA will contain the advice, the basis on which it is given and information regarding fees, commissions and any associations which may have influenced the advice.

On an ongoing basis, an ROA will be provided instead of an SOA if there have been no significant changes in your personal circumstances or the basis of the advice has not significantly changed since your last SOA was provided. You have the right to request a copy of your ROA or SOA at any time.



Who are we?

Fluid Financial Planning Pty Ltd ('Fluid') is a privately owned financial planning firm.

We are a niche boutique financial planning company. We are **not linked** to any external financial institution, financial planning group, bank or insurance company.

As a result, we are free to recommend products and services to you based on their strengths and merits, free of any special arrangements with any product provider or big brother financial organisation.

Peter Small is the founder and principal of Fluid Financial Planning Pty Ltd.

Peter has worked in the financial planning industry since 2002 and is a member of the Financial Planning Association and CPA Australia. Peter is a CERTIFIED FINANCIAL PLANNER[®] professional. Peter worked as a CPA qualified accountant up until 2002 when he starting working as a financial adviser.

Prior to forming Fluid Financial Planning, Peter worked for Switzer Financial Services Pty Ltd as the main adviser for Peter Switzer. In this role Peter was responsible for the daily operations of the Switzer Financial Planning business for nearly four years

Why are we different?

1. We offer our clients a genuine personalised service that large companies often have difficulty matching.
2. Our objectives are to:
 - Design, implement and manage appropriate investment and financial strategies to create and protect the wealth of our clients
 - Provide our clients with unique and high quality advice solutions
 - Identify, research and offer the best in class solutions for the delivery of our advice service
 - Always place our clients' interests before those of our own or any institution
 - Focus on building long-term relationships with our clients by providing a genuine personalised service
 - Provide ongoing education resources to clients throughout their changing life stages
3. We will provide you with a written quote for our initial advice
4. We charge fixed fees that are reduced by any insurance commission received
5. We are not owned by a bank or insurance company
6. We are family owned and operated
7. Satisfying our clients' financial needs is our main priority - not meeting sales targets



What financial services do we offer?

The financial planning services we provide to you may include:

- Budgeting solutions and strategies
- Investment advice, including Australian and international managed funds and direct shares, and portfolio administration
- Strategies to protect the capital value of your investments
- Financial modeling of different scenario's so you know what strategy is the best for you
- Strategies to generate income from your investments (including the use of call options)
- Strategies to use self-funding installment warrants and mini trading warrants (mini trading warrants can be used to borrow to invest rather than using borrowed funds secured against your home or shares)
- Superannuation advice including Self-Managed Superannuation Funds (SMSF) and SMSF administration
- Personal risk insurance advice and execution
- Advice on retirement strategies and preparing for retirement
- Advice on gearing strategies (strategies using borrowing to invest)
- Estate planning
- Social security advice
- Margin Lending services (standard)
- Ongoing review services (tailored to your needs)
- Transaction/execution only services

We are licensed to advise and deal in financial products associated with this range of services.

We can help you with your complete financial situation by organising other related services such as accounting, tax or mortgage origination services. It is important for you to understand that these services are provided by our business partners under our direction but we are not responsible for the provision of these services.

What do we expect from you?

Any advice provided to you must be appropriate to your personal circumstances, based on our review and assessment of your situation.

As such, we expect you to provide us with accurate information during the financial planning process so that we can ensure that we have a reasonable basis on which to provide you with advice.

You have the right to withhold personal information. However, if you choose to withhold information the advice you receive may not be appropriate to your needs, objectives and financial situation.

As a financial service provider, we have an obligation under the Anti-Money Laundering and Counter Terrorism Finance Act to verify your identity and the source of any funds. This means that we will ask you to present identification documents such as a passport and drivers licence. We must retain copies of this information, and all copies will be stored securely within Australia.



How are we paid for the services we provide?

Our initial meeting is free of charge, with no obligation. After the first meeting, your adviser will discuss the fees and charges that will be applicable to you.

Due to the varying nature of individual client cases, the fee for our initial advice, advice implementation and our portfolio review service process will be based on your unique personal situation. A written quote will be provided for our initial fee and an indicative quote for the ongoing advice fee at our first appointment or shortly thereafter.

Our initial advice fee ranges from \$1,100 to \$5,500 (incl. gst). On average, our initial fee for comprehensive personal advice is \$2,750 (incl. gst) and includes implementation of our advice recommendations.

Where personalised advice is provided, any remuneration (including commission, benefits and incentives) relating to the specific financial products recommended, will be discussed in our initial meeting and subsequently disclosed, prior to implementation of any advice, in the Statement of Advice (SOA) we prepare for you.

Our fees can be paid directly or partially direct and indirect from commission offsets and via payments from your superannuation.

We may, from time to time, receive a benefit from product providers by way of sponsorship of educational seminars, conferences or training days. Details of benefits above \$300 will be maintained on a register.

Commission rebates

The companies that provide the products you invest in may pay commissions to Fluid Financial Planning. The rate will vary depending on the product.

From a professional perspective, we prefer to rebate commissions paid by product providers in order to remove bias and maintain integrity in our product selection process.

However, we may agree with you to retain some of the commission on insurance products to help reduce the initial and ongoing advice fees you pay to us.

Ongoing advice fees

Our ongoing advice fee is tailored to your specific ongoing advice requirements. This fee is charged as a fixed dollar amount and may increase at minimum of 3% pa or CPI, whichever is the greater. This fee may be reduced by any insurance commissions we receive. Ongoing fees range from \$1,100 to \$11,000 pa (incl. gst). Our average ongoing advice fee is \$3,300pa (incl. gst)

You have the right to request further information in relation to the remuneration and the range of amounts or rates of remuneration received by the licensee and/or financial adviser.



How are fees and commissions calculated and deducted?

The calculation of fees and commissions is determined by the level of service appropriate to your needs. Advice fees are based on the estimated time and cost to provide our service and advice to you. These fees are then fixed so you are not accountable in the event that we have underestimated the time involved in preparing our advice to you. All fees quoted are exclusive of GST (where applicable).

All levels of service, their associated calculations for fees and charges, and the ongoing services provided are discussed in our initial meeting and are subsequently disclosed in the SOA prior to the implementation of any recommendations.

Our fee for ongoing advice will be adjusted should your circumstances change significantly, and the fixed ongoing fee will be reviewed and agreed with you on an annual basis.

You have the right to request further information in relation to the remuneration and the range of amounts or rates of remuneration received by the licensee and/or financial adviser.

Our fees are to be paid by you via direct debit from your bank account, deducted from your superannuation fund, or reduced by the payment of insurance commissions, into Fluid Financial Planning's bank account.

How is your financial adviser remunerated?

Your financial adviser is paid a wage by Fluid Financial Planning. In addition, they may receive bonuses and dividend payments as an equity holder in the company.

Do we receive payments from referral partners?

When we refer you to a service provider we may be entitled to a referral fee. It is our preference to decline such fees. Fluid Financial Planning only works with referral partners that do not accept or pay referral fees.

If we do accept or pay a referral fee we will disclose this to you and detail the fee in your SoA.

What should I know about the risks of the investments or investment strategies recommended to me?

Your financial advisor will outline and explain to you any significant risks associated with the investments and strategies that have been recommended to you. If we fail to do so, you should ask for further clarification.

What kind of compensation arrangements are in place and are these arrangements complying?

The Corporations Act requires Australian Financial Services Licensees, such as Fluid Financial Planning, to have adequate arrangements in place to compensate retail clients in the case of loss caused by Fluid Financial Planning. We maintain professional indemnity insurance that complies with the requirements of the Corporations Act. We have insurance that covers any one claim up to the amount of \$2,500,000 and any combined number of claims up to \$5,000,000 in total.



What information do you maintain in my file and can I examine my file?

We maintain a record of your personal profile that includes details of your investment objectives, financial situation and needs. We also maintain records of any recommendations made to you.

If you would like to examine your file you should direct your enquiry to your financial advisor and arrangements will be made for you to do so.

We are committed to implementing and promoting a privacy policy which ensures the privacy and security of your personal information. A copy of our privacy policy can be provided to you on request.

Do any relationships exist which might influence the service or advice I receive?

No. Fluid Financial Planning is not owned by any fund manager or institution, and there are no existing relationships that will influence the advice that you receive from us.

Your financial adviser may hold an interest in a financial product, and any significant interest/ownership will be recorded in a register of financial product holding and where appropriate, this holding will be disclosed to you in the Statement of Advice (SOA).

Will you provide me with advice that is suited to my investment needs and financial circumstances?

Yes. However, in order for us to do so we need to identify your individual investment objectives, your financial situation and your needs before we can recommend any investment to you.

You have the right to withhold any information if you wish to do so. In that case, we are required to advise you of the possible consequences of withholding some or part of your personal information. You are advised to read the warnings and consequences carefully.

Can I be specific about how I intend to instruct you to trade on my investment?

Yes. You may specify how you would like to give us instructions. For example, by telephone, fax, email or other means. In all cases we must receive a written confirmation of these instructions.

What should I do if I have a complaint?

We are committed to providing quality advice and service to our clients. This commitment extends to providing accessible complaint resolution mechanisms. If you have any complaint about the service provided to you, you should take the following steps:

1. Contact your financial adviser and discuss your complaint with them.



2. If your complaint is not satisfactorily resolved within seven days, you should lodge a written complaint to:

The Complaints Resolution Manager, Fluid Financial Planning Pty Ltd, Level 1, 5 Ridge Street North Sydney NSW 2060.

All complaints will be dealt with quickly and fairly, with resolution our primary focus.

3. If we cannot reach a satisfactory resolution, you can raise your concerns with the Financial Ombudsman Service (FOS) by phone on 1300 780 808 or in writing at GPO Box 3, Melbourne VIC 3001.

Fluid Financial Planning is a member of this complaints resolution service.

The Australian Securities & Investments Commission (ASIC) also offers a free call information service on 1300 300 630. This service can be used to lodge a complaint or to obtain information about your rights.

Your Privacy

We need to collect your personal information for a variety of purposes, including to provide you with the financial services you have requested and to contact you about other products and services that may be relevant to you.

You can contact us at any time if you no longer wish us to send you marketing material, see our contact details on our web site as follows <http://fluidfinancialplanning.com.au/contact.html>, call us on (02) 9922 4448 or email your adviser directly.

Protecting your privacy is essential to our business. Your file, containing your profile, personal objectives, financial circumstances and our recommendations, is kept securely.

You are entitled to obtain access to the information we hold about you, or any preliminary assessment about the suitability of a credit contract by contacting us. In some circumstances, permitted by law, we may deny you access and in that event we will explain the reason why.

We may provide your personal information to the following types of service providers:

- other advisers, paraplanners and organisations who work with us to provide the financial services you have requested;
- insurance providers, superannuation trustees and product providers related to the financial services you have requested;
- organisations that help us operate our business, such as those that provide administrative, financial, accounting, insurance, research, legal, strategic advice, auditing, computer systems, computer data management or other business services;
- your representatives, service providers, or other organisations, such as your accountant, solicitor, doctor, mortgage broker, insurance broker, tax agent, stockbroker or bank;
- organisations involved in a business restructure or a transfer of all or part of the assets of our business;
- government authorities and other organisations when required by law.

For further information, please refer to our Privacy Policy located on our website at www.fluidfinancialplanning.com.au