

# FINANCIAL SERVICES AND CREDIT GUIDE

Hoffman Kelly Financial Services Pty Ltd

It is important that you read this Financial Services and Credit Guide (FSCG). It contains information that will help you decide whether to use any of the financial services offered by us, as described in this guide, including:

- who we are and how we can be contacted
- the advice and services we provide
- information about our licensee SMSF Advice Limited (SMSF Advice)
- our fees and how we, your adviser and SMSF Advice, are paid in connection with those services
- how we manage your private information
- how you can complain about a matter relating to us or SMSF Advice

## Documents you may receive

We will provide you with a number of documents as you progress through our financial planning process to capture each stage of your advice journey. We may provide these documents to you electronically to your nominated email address, unless otherwise agreed.

When we provide personal advice it will normally be documented and provided to you in a Statement of Advice (SoA), known as a financial plan. The financial plan contains a summary of your goals and the strategies and any financial products we may recommend to achieve your goals. It also provides you with detailed information about product costs and the fees and other benefits we and others will receive, as a result of the advice we have provided.

If we provide further personal advice a financial plan may not be required. We will keep a record of any further personal advice we provide you for seven years. You may request a copy of such records by contacting our office during that period.

If we recommend or arrange a financial product for you we will provide a product disclosure statement (PDS) where relevant. These documents contain the key features of the recommended product, such as its benefits and risks as well as the costs you will pay the product provider to professionally manage that product.

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

# About our practice

## Summary of the business

<b>Name</b>	Hoffman Kelly Financial Services Pty Ltd
<b>Australian Business Number</b>	63 601 401 094
<b>Authorised representative number</b>	470513

## Our office contact details

<b>Address</b>	15 Harries Rd, , COORPAROO, QLD 4151
<b>Phone</b>	07 33942311
<b>Fax</b>	07 33978362
<b>Email</b>	thomas@hoffmankelly.com.au
<b>Website</b>	<a href="http://hoffmankelly.com.au/services/">http://hoffmankelly.com.au/services/</a>

This guide provides information about our advisers including their contact details, qualifications, experience, the services they may offer and financial products they can provide advice on.

## Our advice and services

We can provide you with personal and general advice about specific services and financial products listed below.

Individual advisers within our practice may not be qualified to provide advice in all of the services and products noted below. Their individual profile guides will note any limitations to the advice they are qualified to provide. At all times we will ensure the appropriate adviser is available to you to provide advice consistent with your goals.

The following table sets out the areas of advice we can help you with as well as the products and services we can arrange.

Any additional advice or services we can offer you, or limitations to the list below, will be outlined in **Our Financial Advisers and Credit Advisers** on page 12.

We can provide advice on	We can arrange the following products and services
<ul style="list-style-type: none"><li>— Investments strategies (strategic asset allocation)</li><li>— Budget and cash flow management</li><li>— Debt management (including borrowing for personal and investment purposes)</li><li>— Salary packaging</li><li>— Superannuation strategies and retirement planning</li><li>— Personal insurance</li><li>— Centrelink and other government benefits</li><li>— Ongoing advice and services, including regular portfolio reviews</li></ul>	<ul style="list-style-type: none"><li>— Deposit and payment products (for example term deposits, cash management accounts and non-cash payment products)</li><li>— Self-managed superannuation funds (SMSF)</li><li>— Borrowing within your SMSF</li></ul>

When we provide personal advice we will only recommend advice strategies without specific product or investment solutions unless the product is a basic deposit product or cash management trust. Additionally, we are not authorised to implement product transactions. Should you require these services, we can refer you to an appropriately authorised financial adviser.

SMSF Advice maintains an approved products and services list, which includes products issued by AMP companies and a diversified selection of approved Australian and International fund managers. These have been researched by external research houses as well as our in-house research team.

SMSF Advice periodically reviews these products to ensure that they remain competitive with similar products that address similar client needs and objectives. While we only recommend a limited range of products, as described above, those products will be selected from the approved products and services list.

A copy of the approved products and services list can be supplied to you upon request.

### Tax implications of our advice

Under the Tax Agent Services Act 2009, Hoffman Kelly Financial Services Pty Ltd is authorised by the Tax Practitioners Board to provide tax (financial) advice services on matters that are directly related to the nature of the financial planning advice provided to you. We will not consider any other tax matters in our advice to you. Where tax implications are discussed they are incidental to our recommendations and only included as an illustration to help you decide whether to implement our advice.

### Your relationship with us and using our services

You can contact us directly with any instructions relating to your financial products. This includes giving us instructions by telephone, mail or email. We can only accept your instructions via email once you have signed an authority form.

We will work with you to agree what advice and services we will provide and when and how often we will provide them.

Where you agree to ongoing advice and services, the details will be documented and provided to you in a service agreement. This includes the frequency of contact between us, service standards that may apply, any ongoing fee arrangements and how the service can be terminated.

If at any time you wish to terminate your relationship with us, please contact us using the details shown in this guide.

## Providing information to us

It is important that we understand your circumstances and goals, so that we can provide you with appropriate advice and services. You have the right not to provide us with any personal information. Should you choose to withhold information, or if information you provide is inaccurate the advice or services we provide you may not be appropriate for you.

It is also important that you keep us up to date by informing us of any changes to your circumstances so we are able to determine if our advice continues to be appropriate.

## Our fees

The fees charged for our advice and services may be based on a combination of:

- A set dollar amount; or
- A percentage based fee.

Our agreed advice and service fees may include charges for:

- Initial advice
- Ongoing advice

Please note that for services in relation to banking deposit products commissions may be paid by the product provider as follows:

- Initial commission - a percentage of the value of your investment contributions, loan balance or insurance premiums, and
- Ongoing commission - a percentage of the value of your investment balance, outstanding loan amount or premiums, usually calculated at the end of each month in which you hold the investment or loan, or on renewal of insurance products.

### Payment methods

We offer you the following payment options for payment of our advice fees:

- BPAY, direct debit (savings), credit card or cheque
- Deduction from your investment

SMSF Advice does not take percentage or part of the fee or commission as it passes all of it through to our practice. However, the licensee charges a separate monthly fixed fee based on the number of advisers in our practice and the scope of authority each adviser has. This monthly cost charged to our practice is a business expense and has no connection to the advice provided.

For details of our service fees, see our Schedule of fees below.

### Other costs

Where other costs are incurred in the process of providing our advice and services to you, you will be liable for these costs. However, we will agree all additional costs with you prior to incurring them.

### Other benefits we may receive

The following is a list of benefits we may receive other than those explained above. These are not additional costs to you. These benefits may be monetary or things like training, events or incentives we are eligible for.

In addition to the payments we may receive for our advice and services, we may receive other support services. These can include financial and training assistance, prizes and awards or events in recognition of financial planning excellence and innovation, and business performance.

We may also participate in business lunches or receive corporate promotional merchandise tickets to sporting or cultural events and other similar items.

### Placement fees

From time to time SMSF Advice will receive fees from brokers or product issuers (including AMP group companies) for arranging client participation in Initial Public Offerings (IPOs) of securities (such as shares and rights issues). The fee, which is generally a percentage of the fee paid to the broker, varies from offer to offer and by the level of participation by SMSF Advice. We may share in this fee based on the level of participation by our clients.

### Annual advice conference

The advice conference is an annual event which offers advisers the opportunity for professional development and to hear updates on AMP's thinking about the future of advice. SMSF Advice subsidises the costs of the advisers attending. The value will depend upon a range of factors, including the nature of the courses and events planned.

# Relationships and associations

It is important that you are aware of the relationships that SMSF Advice has with providers of financial services and products as they could be seen to influence the advice you receive.

## About our licensee

SMSF Advice Limited (SMSF Advice)

ABN 11 074 225 353

Australian Financial Services Licensee and Australian Credit Licensee No: 234664

SMSF Advice is a member of the AMP Group and has:

- Approved the distribution of this guide
- Authorised us to provide advice and other services as described in this guide
- Authorised us to provide credit assistance services to you

SMSF Advice's registered office is located at 33 Alfred Street, Sydney, NSW 2000.

## About the AMP Group

SMSF Advice is a member of the AMP group of companies. We can provide advice on products from a wide range of financial product providers, some of which are part of the AMP Group and as such SMSF Advice is affiliated with:

- The National Mutual Life Association of Australasia Limited\*
- National Mutual Funds Management Limited
- NMMT Limited
- N.M. Superannuation Pty Limited
- Multiport Pty Limited
- ipac asset management limited
- AMP Bank Limited
- AMP Capital Funds Management Limited
- AMP Capital Investors Limited
- AMP Superannuation Limited
- AMP Life Limited
- Cavendish Superannuation Pty Ltd
- Australian Securities Administration Limited (ASAL)
- Super IQ Pty Ltd

\*The National Mutual Life Association of Australasia Limited will cease issuing products on 31 December 2016. On 1 January 2017, the life insurance business of this company will transfer to AMP Life Limited.

If we recommend a product issued by the AMP Group or a third party product issuer, they will benefit from our recommendation by receiving product, administration and investment fees, as well as fees paid by fund managers to distribute their product. These fees are all disclosed in the relevant PDS.

Authorised representatives and/or staff employed in our business may hold shares in AMP Limited, whose share price may be favourably affected by the sale of products issued by AMP Group companies.

## Our referral arrangements

Where you have been referred to us by someone else we may pay them a fee, commission or some other benefit in relation to that referral. Our current referral arrangements are detailed below:

Provider	Payment arrangement
HKS Financial Planning Pty Ltd	pays us 35% of their initial fee. For example, if their fee is \$1,000 we will receive a referral fee of \$350.
HKS Mortgage Broking Pty Ltd	pays us 35% of their initial fee which is in excess of \$1,500. For example if their fee is \$1,600 we will receive a referral fee of \$350

## Our other business activities and relationships

In addition to providing the services listed in this guide, we have a relationship with Hoffman Kelly Services Unit Trust which provides entity establishment services and Hoffman Kelly Financial Planning Pty Ltd which provides referrals to other planners. SMSF Advice has no involvement in these activities and is not responsible for any services, advice or products provided by this business. We control a percentage of the equity interests in the business providing the services listed above. As a result, we will benefit from fees, dividends or income received from the business's profits that may result from any payments or other benefits received in respect of the services provided to you.

## Accounting affiliation

In addition to providing the financial planning services listed in this guide, I also provide you with Accounting and SMSF administration services in my role as an accountant with Hoffman Kelly Pty Ltd. Services include but are not limited to business structure advice, establishment of entities, financial reporting and tax return preparation and lodgement, business acquisition due-diligence, auditing and personal and corporate tax planning.

It is important to understand SMSF Advice is not affiliated with Hoffman Kelly Pty Ltd and therefore is not responsible for advice you receive from representatives of Hoffman Kelly Pty Ltd including myself in my capacity as an accountant.

I control a percentage of the equity interests in the business providing the services listed above. As a result, I will benefit from fees, dividends or income received from the business's profits that may result from any payments or other benefits received in respect of the services provided to you.

## Confidence in the quality of our advice

If at any time you feel like you are not satisfied with our services, the following will help you understand your options and find a resolution.

- Contact your adviser and tell them about your complaint.
- If your complaint is not satisfactorily resolved within three days, please contact AMP Advice Complaints on [adviceComplaints@amp.com.au](mailto:adviceComplaints@amp.com.au), or put your complaint in writing and send it to:

**Attention: National Manager, Advice Complaints**

Level 12, 33 Alfred Street  
Sydney, NSW 2000

- AMP Advice Complaints will try to resolve your complaint quickly and fairly.
- If your complaint has not been resolved satisfactorily, you may escalate your complaint to one of the following External Dispute Resolution Schemes listed in the following below.

<p>Any issues relating to financial advice, investments, superannuation or insurance matters</p>	<p><b>Financial Ombudsman Service (FOS)</b> GPO Box 3 Collins Street West Melbourne Victoria 3001  1300 780 808 <a href="http://www.fos.org.au">www.fos.org.au</a> <a href="mailto:info@fos.org.au">info@fos.org.au</a></p>
<p>Any issue relating to your personal information</p>	<p><b>The Privacy Commissioner</b> GPO Box 5218 Sydney NSW 2001  1300 363 992 <a href="mailto:privacy@privacy.gov.au">privacy@privacy.gov.au</a></p>

You may also contact the **Australian Securities & Investments Commission (ASIC)** on 1300 300 630 (free call info line) to make a complaint and obtain information about your rights. You can also contact the **Financial Planning Association (FPA)** at <http://www.fpa.asn.au> to make a complaint (please note that the FPA cannot award compensation).

## Professional indemnity insurance

We maintain professional indemnity insurance to cover our advice and the recommendations provided by your adviser. SMSF Advice is also covered by professional indemnity insurance and this satisfies the requirements imposed by the Corporations Act 2001 and National Consumer Credit Protection Act. The insurance covers claims arising from the actions of former employees or representatives of SMSF Advice, even where subsequent to these actions they have ceased to be employed by or act for SMSF Advice.

# Your privacy

Your privacy is important to us. Below we outline how we maintain the privacy of the information we collect about you.

## Privacy Collection Statement

As part of the financial planning process, we need to collect information about you. Where possible we will obtain that information directly from you, but if authorised by you we may also obtain it from other sources such as your employer or accountant. If that information is incomplete or inaccurate, this could affect our ability to fully or properly analyse your needs, objectives and financial situation, so our recommendations may not be completely appropriate or suitable for you.

We are also required under the Anti-Money-Laundering and Counter-Terrorism Financing Act (AML/CTF) 2006 to implement client identification processes. We will need you to present identification documents such as passports and driver's licences in order to meet our obligations.

We keep your personal information confidential, and only use it in accordance with our Privacy Policy. Some of the ways we may use this information are set out below:

- Your adviser and SMSF Advice may have access to this information when providing financial advice or services to you;
- Your adviser may, in the future, disclose information to other financial advisers, brokers and those who are authorised by SMSF Advice to review customers' needs and circumstances from time to time, including other companies within the AMP group;
- Your information may be disclosed to external service suppliers both here and overseas who supply administrative, financial or other services to assist your adviser and the AMP group in providing financial advice and services to you. A list of countries where these service providers are located can be found in the AMP Privacy Policy.
- Your information may be used to provide ongoing information about opportunities that may be useful or relevant to your financial needs through direct marketing (subject to your ability to opt-out as set out in the AMP Privacy Policy);
- Your information may be disclosed as required or authorised by law and to anyone authorised by you.

Your adviser and SMSF Advice will continue to take reasonable steps to protect your information from misuse, loss, and unauthorised access, modification or improper disclosure. You can request access to the information your adviser or SMSF Advice holds about you at any time to correct or update it as set out in the AMP Privacy Policy. The AMP Privacy Policy also contains information about how to make a complaint about a breach of the Australian Privacy Principles.

For a copy of AMP's Privacy Policy visit <http://www.amp.com.au/privacy> or you can contact us.

# Our Financial Advisers and Credit Advisers

## About Thomas Aitkenhead



<b>Experience</b>	Thomas Aitkenhead is a director of Hoffman Kelly Financial Services Pty Ltd and a director of Hoffman Kelly Chartered Accountants. He has 13 years in the industry and has a specialty in advising SMSFs.
<b>Qualifications</b>	BCom, LLB, CA, Dip FP, Registered SMSF Auditor, Registered Tax Agent
<b>Memberships</b>	Member - Chartered Accountants Australia & New Zealand Member – National Tax & Accountants' Association Member – Taxation Institute of Australia SMSF Association - SMSF Specialist Advisor™
<b>Phone</b>	07 33942311
<b>Email</b>	thomas@hoffmankelly.com.au
<b>Authorised representative number</b>	470515
<b>Credit representative number</b>	470520

## The advice and services I can provide

When I provide personal advice I will only recommend advice strategies without specific product or investment solutions unless the product is a basic deposit product or cash management trust. Additionally, I am not authorised to implement product transactions.

Should you require advice and services that extend beyond my authority I can refer you to a suitably qualified adviser.

I am also a Credit Representative of SMSF Advice and am authorised to provide credit advice regarding how to structure debt, suitability of existing loan structures and repayment options. If you require advice involving mortgages or other lending products, I can refer you to an Accredited Mortgage Consultant.

## How I am paid

I receive the following from our practice:

- dividends

Thomas Aitkenhead is a shareholder of Hoffman Kelly Financial Services Pty Ltd and receives dividends from the practice.

## My other business activities and relationships

In addition to providing the services listed in this guide, I have a relationship with Hoffman Kelly Pty Ltd, Hoffman Kelly Financial Planning Pty Ltd and Hoffman Kelly Services Unit Trust. SMSF Advice has no involvement in these activities and is not responsible for any services, advice or products provided by this business.

I control a percentage of the equity interests in the business providing the services listed above. As a result, I will benefit from fees, dividends or income received from the business's profits that may result from any payments or other benefits received in respect of the services provided to you.

## About Anthony Hoffman



<b>Experience</b>	Anthony Hoffman is a director of Hoffman Kelly Chartered Accountants. He has many years of extensive experience in providing “leading edge” structuring advice in taxation, superannuation and asset protection to private and corporate clients with a particular speciality in property development and the medical industries. Additionally, Anthony is an accredited self-managed superannuation funds specialist with the SMSF Association of Australia, and a Registered Self-Managed Superannuation Fund auditor. Anthony is a regular speaker at various property seminars and events held across Australia and also presents for various professional and industry bodies including CPA Australia. Anthony was selected as a state finalist in the Young Queensland CPA of the Year Award in both 1997 and 2002. Anthony's previous roles included being employed as a tutor in income tax law with the University of Queensland during which time he also co-authored (with Professor Ian Zimmer, Executive Dean Faculty of Business, University of Queensland), an accounting research paper which was also published in Australia's leading accounting research journal.
<b>Qualifications</b>	BCom(Hons), Dip FP, FCA, FCPA, CTA, NTA AF, Cdec, Registered Tax Agent, Registered SMSF Auditor
<b>Memberships</b>	Fellow - Chartered Accountants Australia & New Zealand Fellow - CPA Australia Chartered Tax Advisor - Taxation Institute of Australia Fellow - National Tax & Accountants' Association SMSF Specialist Advisor™ - SMSF Professionals Association of Australia
<b>Phone</b>	07 33942311
<b>Email</b>	anthony@hoffmankelly.com.au
<b>Authorised representative number</b>	470516
<b>Credit representative number</b>	470521

## The advice and services I can provide

When I provide personal advice I will only recommend advice strategies without specific product or investment solutions unless the product is a basic deposit product or cash management trust. Additionally, I am not authorised to implement product transactions.

Should you require advice and services that extend beyond my authority I can refer you to a suitably qualified adviser.

I am also a Credit Representative of SMSF Advice and am authorised to provide credit advice regarding how to structure debt, suitability of existing loan structures and repayment options. If you require advice involving mortgages or other lending products, I can refer you to an Accredited Mortgage Consultant.

## How I am paid

I receive the following from our practice:

— dividends

Anthony Hoffman is a shareholder of Hoffman Kelly Financial Services Pty Ltd and receives dividends from the practice.

## My other business activities and relationships

In addition to providing the services listed in this guide, I have a relationship with Hoffman Kelly Pty Ltd, Hoffman Kelly Financial Planning Pty Ltd and Hoffman Kelly Services Unit Trust. SMSF Advice has no involvement in these activities and is not responsible for any services, advice or products provided by this business.

I control a percentage of the equity interests in the business providing the services listed above. As a result, I will benefit from fees, dividends or income received from the business's profits that may result from any payments or other benefits received in respect of the services provided to you.

## Schedule of fees

These prices should be used as a guide only. We will discuss your individual needs and agree our fees with you. The actual agreed fees will depend on factors such as the complexity of your circumstances and goals and the scope of the advice.

### Initial service fees

These are fees paid when you have agreed to receive our advice:

Initial service	Fee amount
Advising whether an SMSF is recommended	Starting from \$1,650
Advising whether a Limited Recourse Borrowing Arrangement is recommended	Starting from \$1,650

### Ongoing service fees

We provide ongoing services to help you stay on track to meet your goals. The cost of these services are as follows:

Ongoing service	Fee amount
Annual Ongoing Review Fee	Starting from \$440

## Commissions

I do not receive commissions on investments through new superannuation, managed funds or retirement products. However, some products, particularly older products, may attract commissions.

Any commission amounts will be disclosed to you when providing my advice.

All fees and charges include GST.

If an agreed advice fee is charged then we may rebate all or some of the commission.