

# Financial Planner Profile

This Financial Planner Profile is part of the Lonsdale Financial Group Ltd (Lonsdale) Financial Services Guide (FSG) and should be read in conjunction with this document.



## Who is my Financial Planner?

The Authorised Representative entity is The Peninsula Financial Group Pty Ltd, ABN 34 099 829 222, Authorised Representative number 253332

**Business Address:** 434 Nepean Highway, Frankston VIC 3199

**Postal Address:** PO Box 309, Frankston VIC 3199

**Telephone:** (03) 9783 4999

**Facsimile:** (03) 9783 9291

**Email:** weir@shepard.com.au

And the individual Financial Planners appointed by this firm to provide the service are:

### Lyle Weir

Authorised Representative No 287662

Lyle has the following qualifications and memberships:

- Bachelor of Commerce
- Graduate Diploma in Financial Planning
- CERTIFIED FINANCIAL PLANNER® practitioner
- Member of the Financial Planning Association
- SMSF Accreditation

### Amanda Hardy Lai

Authorised Representative No 301638

Amanda has the following qualifications and memberships:

- Master of Applied Finance (Major in Financial Planning)
- Advanced Diploma of Financial Services (Financial Planning)
- Diploma of Financial Services (Financial Planning)
- Bachelor of Arts
- Member of the Financial Planning Association

### Michelle Horne

Authorised Representative No 300873

Michelle has the following qualifications and memberships:

- Diploma of Financial Services (Financial Planning)
- Member of the Financial Planning Association

## What kinds of financial products and services can you provide?

Your Financial Planner is authorised by Lonsdale to provide general and personal financial product advice to wholesale and retail clients on the following class and types of products. Your Financial Planner can also arrange for you to buy and sell such financial products.

- **Deposit products**
- **Life products, including:**
  - Investment life insurance products
  - Life risk insurance products
- **Superannuation products, including:**
  - Public offer superannuation funds
  - Account-based pensions and complying annuities
  - Corporate superannuation funds
  - Self-managed superannuation funds
- **Retirement savings accounts**
- **Managed investment products, including:**
  - Master trusts, wrap facilities
  - Property syndicates
  - Tax-effective investments
  - Managed trusts
  - Investor directed portfolio services (IDPS)
- **Margin lending facilities (standard)**
- **Government bonds, stocks or debentures securities:**
  - ASX listed shares, instalment warrant and fixed interest

## Extent of authorisation

The Peninsula Financial Group Pty Ltd and its Financial Planners are able to provide the range of advice in the classes of products as outlined in this FSG. Please note that only Lyle Weir is authorised to provide strategic and/or structural advice in the specialist area of Self Managed Superannuation Funds and Margin Lending facilities (standard).

# How will I pay for the financial services?

Our initial appointment is free. At this meeting, we will explain how we operate, what you can expect and our payment options. All fees and commissions payable by you will be explained to you at the time advice is given and fully detailed in a Statement of Advice, Record of Advice and Product Disclosure Statements (PDS). Any of the below payments will be made as agreed with you to the extent permitted by law. You will have the ability to "select" your preferred payment option prior to the provision of advice.

Below is a summary of our payment options, which are inclusive of GST:

## Financial Planning Advice Fee

You may be charged a fee, based on either the time we spend developing the plan and/or the value of the funds you invest.

- a The time spent on developing your recommendations. The hourly rate is \$250 per hour (incl. GST).

We note that where you decide not to enter into our ongoing service agreement, an implementation fee of up to 2% of the amount invested may also apply (otherwise, no implementation fee applies).

If we provide any services up to and including the preparation of a Statement of Advice but you do not choose to proceed to implement the advice then our fee to you will be calculated on the basis that the first hour of our initial consultation is free and for each hour thereafter is charged at the rate of \$250 per hour.

The price may vary depending on the scope and complexity of the advice.

b **Financial Planner Ongoing Service Fee** – Depending on your personal circumstances, you may also elect to pay a Financial Planner Ongoing Service Fee which will be deducted directly from your account balance (this is separate to the product provider’s management fees). The amounts paid will depend on the investment value and will continue for the duration of your account. Thanks to the cost efficiencies of operating within the office of accountants Shepard, Webster & O’Neill (refer below for further information on our relationship with this group) we are able to offer a very competitive level of service fee. Our ongoing percentage based annual fee scale is as follows:. As a guide, this range is set out below:

<b>Amount Invested</b>	<b>The fee rate % is</b>
The first \$250,000	0.88%
Between \$250,001 and \$500,001	0.66%
Between \$500,001 and \$3 million	0.44%

c The cost of establishing a direct share portfolio may range from 1.1% to 2.2% of the value of the shares purchased plus brokerage costs charged by the stockbroker with a minimum fee of \$110 applying. However, subscribers to our Ongoing Review Service can incur much lower brokerage fees of approximately 0.1%- 0.5% where the shares are held through a relevant online service.

## Initial & Ongoing Commissions for Personal Risk Insurance

**Initial Commission** – Where insurance products are recommended, the insurance provider may pay Lonsdale an initial commission based on the value of your premium. This may be up to 123% of the value of the premium

**Ongoing Commission** – Where a life insurance policy is renewed, the insurance provider may also pay a renewal commission. Where this happens the commission may range up to 40% of the value of the renewal premium amount.

For insurance that is held within your superannuation there are no commissions payable on group insurance policies, however, commissions may be payable on retail insurance policies.

In some instances, you may negotiate payment by a combination of all the above options. Please discuss this with your Financial Planner prior to proceeding with any of our services.

## Initial & Ongoing Commissions for Investments entered into prior to 1 July 2013

The product provider pays the initial commission and ongoing commissions to Lonsdale. This amount is not an additional cost to your entry fee. This commission may be up to 5.5% (for initial commissions) and 1.1% (for ongoing commission) dependent on the product provider and the specific product recommended. These payments apply to initial and additional investments.

For any investments entered into after 1 July 2013 initial and ongoing commissions from the product provider are not paid to your adviser.

### Do any additional relationships exist which may influence your recommendations to me?

The Directors of Shepard Webster & O’Neill Pty Ltd have a financial interest in The Peninsula Financial Group Pty Ltd and therefore may receive a benefit by referring clients to The Peninsula Financial Group Pty Ltd.

