



Murphy Financial Advice

283 Wakefield Street
Adelaide
South Australia 5000

Telephone: 08 8224 0602
Facsimile: 08 8224 0604
Email: mfs@murfin.com.au
Website: www.murfin.com.au

Insurance
Investment
Superannuation
Retirement Planning
Strategic Advice

Financial Services Guide

Welcome

Murphy Financial Advice specialise in providing powerful strategic solutions to clients with complex (and not so complex) financial circumstances. How we can help you:

1. We focus on building trust and an in depth understanding of your circumstances, your goals, the issues you face and more importantly, what's most important to you.
2. We work to identify issues faced by you. Our aim is to provide clarity around options and solutions.
3. We develop a personalised strategy with clearly identified solutions critical to achieving those goals. We ensure that this "roadmap" identifies risk as well as opportunities so that all resources (including other professional advisers) are aligned with what is most important.
4. We believe our role is to partner our clients on their financial journey and provide clarity and simplicity. We will work with you to ensure the ongoing journey is managed towards the planned outcomes.

This guide contains important information about:

- the services we offer you
- how we and our associates are paid
- any potential conflict of interest we may have
- our internal and external dispute resolution procedures and how you can access them

About this document

The Australian Securities and Investments Commission (ASIC) is the government regulator for the finance industry. According to ASIC policy, and by law, those entities who hold an Australian Financial Securities License are required to produce a Financial Services Guide (FSG) when providing advice. The Advice Exchange Pty Ltd (ABN 55 107 629 194) takes its legal and compliance obligations seriously by ensuring that clients understand their role and rights when receiving financial advice and has prepared this FSG and authorised its distribution.

Please take a moment to read this Financial Services Guide (FSG) which explains how we will provide services if you choose to do business with us. If you have any questions after reading this brochure, please contact Murphy Financial Advice (corporate authorised representative of The Advice Exchange) or the Principal Office of The Advice Exchange, Suite 209, 9-11 Claremont Street, South Yarra VIC 3141.

The Advice Exchange

The Advice Exchange advisers offer you a comprehensive range of financial advice, from life insurance to wealth creation, self managed superannuation to retirement planning. We will tailor financial advice to achieve your specific, agreed financial goals. Starting with an analysis of your current financial position, we will use specialised financial research to develop and implement financial strategies, designed specifically to achieve your goals.

Your Adviser

- Murphy Financial Advice Pty Ltd (ABN 16 143 989 520):
Corporate Authorised Representative 367844
- Darren Furst
Authorised Representative No 299805
Darren commenced in the Financial Planning Industry in 2001 and throughout this time has completed his Diploma in Financial Services and other industry based courses. Darren specialises in risk management and wealth creation. Darren is a member of the AFA and has presented at local and national conferences.

- Michael Re
Authorised Representative No 367845
Michael's personal professional qualifications include a Bachelor of Commerce (Finance & Business Economics) and a Graduate Diploma of Financial Planning. Michael has been involved in the Financial Services Industry since 2005, and commenced at Murphy Financial Advice in 2009.

The Advice Exchange's License

The Advice Exchange holds the Australian Financial Services License No 278937 and is licensed to provide financial product advice and deal in the following financial products:

- Deposit and payment products
- Life Products
- Managed Investment Schemes, including investor directed portfolio services
- Securities
- Superannuation
- Retirement Savings Accounts
- Standard Margin Lending

We will be acting on behalf of The Advice Exchange as Authorised Representatives. The Advice Exchange is therefore responsible for financial services we provide on behalf of The Advice Exchange. Our primary responsibility is to you.

All Authorised Representatives of The Advice Exchange are selected for their financial expertise, supported by ongoing professional development and technical and strategic training, to ensure we deliver a service that is appropriate to your needs.

Advisory Services

We are authorised to provide the full range of services available under our license. However, the type of services you receive will depend on your individual objectives, financial situation and needs. You can select from the wide range of financial services offered by The Advice Exchange:

Financial planning services:

- tax effective investments
- superannuation and rollover advice
- personal risk insurance
- business risk insurance
- business succession & transition planning
- Centrelink financial planning advice
- retirement planning advice
- pensions
- managed portfolio services
- portfolio review and ongoing service

We only recommend investments to you after considering their suitability for your individual objectives, financial situation and needs.

Our managed portfolio services refer to tailor-made investment strategies combining several different products. You may also arrange a series of regular advisory consultations to review and discuss your ongoing financial situation.

The Advice Exchange offers both personal and general advisory services. You should be aware that where advice has been given without due consideration to your individual objectives, financial situation and needs (general advice) or where your adviser has information that is inaccurate or incomplete, you must assess, in light of your own individual circumstances, whether it is appropriate to act upon this advice.

The Advice Process

The Advice Exchange seeks to deliver professional advice in a very special way. We help you to pinpoint the things you want to do now and in the future. Quite simply, we put people first.

The advice process begins with an initial consultation. This involves getting an accurate picture of where you are now, identifying your goals and looking at broad strategies to help you reach those goals. We are required by law to record details about your objectives, financial situation and needs. You are entitled to tell us as much or as little as you choose, however should you choose not to provide full disclosure we will be required to warn you in about possible consequences of the advice limitations.

After our initial consultation, you then will need to decide whether you wish to engage our services which may include advice, implementation or other services designed to meet your individual needs.

Any advice we provide will be presented in a Statement of Advice (SOA) in the first instance. Once you have a chance to review our recommendations, we may mutually decide to undertake some fine tuning to make sure you are absolutely comfortable with our advice. It is important for you to understand and accept the various risks inherent within the investments and strategies recommended before you proceed with implementation. You should be prepared to seek clarification from us until such time that you understand any implications of the recommendations.

An important part of our service is managing the implementation process to ensure that your personal strategies are set-up and working.

The final stage of the process is to ensure your plan continues to meet your changing needs and circumstances, taking into consideration financial markets and any legislative changes by undertaking regular portfolio and strategic reviews.

Letter of Engagement – Service Agreement

To ensure there is clear agreement on the services that will be supplied to you and how they will be delivered, we help you to clearly identify those services that best meet your needs through the completion of a Letter of Engagement (LOE) for initial advice and a Service Agreement for ongoing advice, which will come into effect once your signature has been applied.

The LOE and Service Agreement outlines the scope of services you have requested as well as any agreed costs of providing that advice.

Statement of Advice (SOA) Document

Because each client has individual needs which affect the structure and detail of their financial situation, the disclosure of all benefits, commission or fees specific to your arrangements will be provided to you in the Statement of Advice (SOA) document. This document will confirm the financial advice being given and the basis on which that advice has been developed. It will also include a disclosure of all benefits and potential conflicts of interest that you need to be aware of in order to make an informed decision.

The financial benefits listed later in the FSG cover the types of rewards and remunerations that The Advice Exchange, its advisers and associates may receive as a result of the financial planning service provided to you. Specific benefits and amounts can only be calculated once advice recommendations are made.

The SOA will include all the information presented to you in regards to the advice being provided to enable you to make the choice to implement the advice or not. A fee may be charged for the preparation of the SOA, however, this will be agreed with you beforehand. It is important that you read and understand your SOA document. If you have any questions, please let us know before you proceed.

Other Important Information

The advice and information in a SOA is only current for a period of 60 days. After this time, the recommendations should not be implemented as legislation, economic conditions or your personal

circumstances may have changed. Please consult us if you wish to implement any of these recommendations after 60 days from the date of the SOA.

Whilst every effort has been made to include relevant tax, Centrelink and legal considerations, you are advised to discuss your annual tax liability and tax implications with your tax adviser, any Centrelink implications (if applicable) with Centrelink and any legal issues with your solicitor. Estimates and issues raised therein are intended as a guide only. All representations made, facts presented and opinions are made by or on behalf of The Advice Exchange in good faith but The Advice Exchange and its associated companies shall not be liable for damages or in any other way for errors of fact and opinions except in any case where liability cannot be excluded pursuant to any law.

Your SOA is prepared solely for use of the person/persons, to whom it has been addressed and we (your adviser, The Advice Exchange and / or its associated companies) do not accept any liability whatsoever to third parties. It is based on our understanding of your personal objectives, financial situation and needs.

Further Advice

If we provide further advice to you, and that further advice is related to the advice we provided to you in a Statement of Advice and we do not give that further advice in writing, you may request a copy of the record of that further advice (ROA) at any time up to 7 years from the date we gave that further advice to you. You can request the record of the advice by contacting us or The Advice Exchange in writing or by telephone or by email.

Product Disclosure Statement

If we recommend a product, you will be provided with a Product Disclosure Statement (PDS). The purpose of the PDS is to assist you in deciding whether or not to acquire that particular financial product. It contains information about the financial product such as its significant features, benefits, fees and risks.

Ongoing Service

To help ensure that you have peace of mind we suggest that you take advantage of our ongoing service offering. This service is customised to suit your particular needs and will often include an annual review of your portfolio as well as regular reports on investment performance. The review service is designed to ensure that your investment continues to meet your goals within any legislative changes, market changes and/or changes to your personal circumstances or requirement. Fees are charged for our review service and will be detailed in the SOA and Service Agreement. We are happy to discuss the scope of the services you require and the associated fees.

The amount of any fees charged will be agreed prior to the provision of any services as per the range shown below.

Payment for Services

Fees are generally payable after the service has been provided, however upfront payment may apply in certain circumstances. Ongoing service fees, which are payable in advance, will be agreed between us.

For Investment, we do not charge commission on investment advice or product placement. Where we recommend a product that does not allow us to waive this payment, we will reduce any fee payable by you to us by the same amount.

For insurance (personal life risk) products, we will receive up-front commission ranging between 30%-125% based on the annual premium, from product providers or other parties with which The Advice Exchange has a relationship. This commission is not charged separately to you. It is paid to us by product providers and is a one-off up-front payment.

We will also receive an ongoing commission (often called a trail commission) for insurance ranging between 10%-50% paid by the product provider out of the revenue the product provider earns. This commission is not charged separately to you. It is paid to us by product providers and is payable for the length of time you

remain invested in the product or the length of time the product remains in force. The structure of these fees will be disclosed by us in relation to your individual circumstances.

All fees and commissions are fully disclosed in our initial advice and service agreements. Any changes to these fees and commissions are disclosed to you at the time of any further advice, review of Service Agreements and in additional product material.

Fee Structure

Services	Fee Range
Advice Preparation fee	\$880 – \$16,500 depending on complexity of the advice

Investment Fee – Initial

Adviser Implementation Fee (AIF)	\$770 - \$7,700 depending on complexity of the service provided
Up front commission	Nil*

Investment Fee – Ongoing

Ongoing commissions	Nil*
Adviser Service Fee (ASF)	Between 0.2% and 1.2% of fund's value
Portfolio Review Fee	Nil - Included as part of ASF (unless new advise / strategy required)
Fee for service	Up to \$350 an hour depending on complexity

** where commission on investments cannot be waived, then the AIF and/or ASF will be reduced by any amount paid as commission by product providers*

Risk (Insurance)

Initial commissions	Between 30% and 130% of the premium paid*
Ongoing commissions	Between 10% and 50% of the premium paid*
Advice not taken up	Where client has authorised adviser to prepare a SOA and subsequently decides not to proceed with any recommendation, a time based Fee for Service will be payable.

** Advisers usually have the option to choose a higher initial and a lower ongoing commission or a lower initial and a higher ongoing commission.*

Investment fee example

Assume you placed \$100,000 in a managed fund and maintained that investment. The Advice Preparation Fee was \$1,250, Implementation fees were \$950 and ongoing fees were agreed at 1.1%. If Murphy Financial Advice and The Advice Exchange was unable to waive up-front commission of 2.5% and a trailing commission of 0.4%, then in the first year Murphy Financial Advice would receive:

Initial Fees

Advice Preparation Fee		\$1,650
Advice Implementation Fee		\$ 950
Less Commission payable	<u>\$2,500</u>	
Net amount payable by you		\$ 100

Ongoing Fees

Adviser Service Fee		\$1,100
Less Training commission	<u>\$ 400</u>	
Net amount payable by you		\$ 700

Risk (Insurance) fee example

Assume you have taken out a Life Risk policy and the agreed premium is \$300 per year. If Murphy Financial Advice and The Advice Exchange received 125% up front and 11% ongoing commission, Murphy Financial Advice would receive the following:

A maximum up-front commission of \$375 and a maximum ongoing trailing commission of \$33 pa*.

* Based on a premium of \$300. Note that premiums may be subject to change on renewal of the policy.

Education support

From time to time we may receive payment or sponsorship to subsidise the cost of conferences, training or professional development for our representatives. Product issuers receive a range of benefits including being recognised as a sponsor, attendance at conferences and the right to give speaking/training presentations to advisers.

Portfolio instructions

You may specify how you would like to give us instructions, for example, by email, telephone, fax or other means. This instruction and any changes to these instructions should be provided in writing to us. If we provide you with a transaction-related telephone advice, you may request a record of the transaction-related advice at that time or up to 90 days after this advice.

Benefits, remuneration and commission arrangements

We, The Advice Exchange and any referrers or associates may receive a benefit, commission or fee as a result of the provision of financial services to you. The type of benefit and the amount received will vary depending on the type of Financial Service you require. Gross commission and fees are paid to The Advice Exchange by Fund Managers. 100% of these funds are then paid to Murphy Financial Advice.

Remuneration of Murphy Financial Advice and our representatives is based on the fees and commissions they are able to generate through our activities as representatives. Full detail of remuneration and changes to these payments are disclosed to you at the time of any advice.

Our representatives are required to keep a Register of Alternative Remuneration which shows any payment other than cash which may be received by them from fund managers / product providers. This register is available for inspection with 7 days notice.

You should be aware that where you have been referred to The Advice Exchange, or where you are referred by us to another service provider, the referring party may receive a referral fee, commission or non-monetary benefit as a consequence of the products or services you purchase. Complete details of any such fee will be disclosed at the time of your advice e.g. in your SOA.

The Advice Exchange has a number of arrangements in place whereby The Advice Exchange receives additional payments from manufactures when we use their products. This payment does not impact on the cost of delivery of product or service to you and is used wholly to defray the costs of professional development training. Details of any such payments will be disclosed in full when our advice includes these products.

The Advice Exchange Privacy Statement

The Advice Exchange is committed to ensuring the confidentiality and security of your personal information. Our Privacy Policy detailing how we manage personal information is available on request. If you wish to obtain a copy, please ask or call The Advice Exchange on 03 9823 1300.

Professional Indemnity Insurance

We have appropriate Professional Indemnity Insurance in place. This Insurance will also cover claims in relation to the conduct of authorised representatives who are no longer authorised by The Advice Exchange (but who were at the time of the relevant conduct).

Complaints procedure

If you have a complaint about the service provided by The Advice Exchange or your adviser you should:

1. Write a letter of complaint to the Directors, The Advice Exchange, Suite 209, 9-11 Claremont Street South Yarra VIC 3141.
2. Outline in your written complaint the specific areas of service, which have not met with your satisfaction. Detail in your letter, as simply as possible, all the facts relating to your complaint and how you believe The Advice Exchange can investigate and resolve this matter to your satisfaction.
3. The Advice Exchange will investigate your complaint and will make every effort to ensure you receive a fair and prompt reply. The Advice Exchange will endeavour to resolve your complaint within 30 business days. We will keep you informed of what is happening to your complaint if this investigation cannot be resolved within this time.

If you still do not get a satisfactory outcome, you have the right to take the complaint to the Financial Ombudsman Service (FOS).

The Advice Exchange is a member of the external complaints resolution scheme operated by FOS. FOS provides free advice and assistance to customers not satisfied with the responses provided by member companies to their complaints. FOS may undertake an independent external investigation of the complaint or enquiry. Member companies like The Advice Exchange are bound by any decisions made by FOS. You can write to the Financial Ombudsman Service, GPO Box 3, Melbourne VIC 3001 or telephone toll free 1300 780 808.

The Australian Securities and Investments Commission (ASIC) supervise the provision of financial planning and investment advice on securities and regulate the provision of superannuation and life insurance products and services.

You may choose to phone the ASIC toll free Infoline on 1300 300 630. Infoline consultants will talk to you about your rights as well as how to make a complaint which is suspected to be a breach of the law.

Additional Services

It should be noted that we might also undertake work in other capacities than those as a representative of The Advice Exchange Pty Ltd. This may be as a result of having direct associations with other entities. This work is not associated with The Advice Exchange Pty Ltd, and nor is The Advice Exchange responsible for this work.

Contact Us

To discuss your financial goals, please telephone our office for an appointment on 08 8224 0602.