

# FINANCIAL SERVICES GUIDE

## PART TWO ADVISER DETAILS



P & A Murphy Financial Planning Pty Ltd trading as Serious Money Financial Consultants  
ACN 099582939  
AFSL ASIC Number 242981

Financial Wisdom Limited  
ABN 70 006 646 108  
Australian Financial Services Licence No. 231138

11 Harbour Street  
Sydney NSW 2000  
Telephone 1800 024 864

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**seriousmoney**  
FINANCIAL CONSULTANTS

FINANCIAL  
**WISDOM**



## **Information about this Financial Services Guide**

This is Part Two of the Financial Wisdom Limited Financial Services Guide (FSG), which is divided into two parts. Part One and Part Two must be read together.

Your financial adviser ('Adviser,' 'I,' 'we' or 'my') is an Authorised Representative of Financial Wisdom and provides services on behalf of Financial Wisdom.

Part One – General details provides information about:

- Financial Wisdom, their relationship with your Adviser and other entities.
- Other documents you may receive.
- Financial services and products we provide.
- Collecting your personal information and providing instructions.
- What you can do if you are not satisfied with our services.

Part Two – Adviser details provides information about:

- Who your Adviser is and how they can be contacted.
- Financial services and products your Adviser is authorised to provide.
- Fees or other costs your Adviser may charge.
- How Financial Wisdom, your Adviser and any other relevant parties are remunerated.

## Part Two - Adviser Details

### 1. Your Adviser and how you can contact them

I am an Authorised Representative of Financial Wisdom and can be contacted using the following details:

**Name:** P & A Murphy Financial Planning Pty Ltd trading as **Serious Money Financial Consultants**

**Adviser:** Paul Murphy

**ASIC adviser identification number:** 242678

**Address:** 162 South Road Torrensville SA 5031

**Telephone:** 08 8354 0577

**Facsimile:** 08 8354 0533

**E-mail:** paul@seriousmoney.com.au

**Website:** [www.seriousmoney.com.au](http://www.seriousmoney.com.au)

- Paul holds an Advanced Diploma of Financial Services (Financial Planning).
- Paul has been providing financial planning advice and services to business owners and individuals since 1992.

### 2. Financial services and product types your Adviser can provide

I am authorised to provide personal financial advice, general financial advice, and transact on your behalf (dealing) in relation to the following types of financial products:

- Securities
- Managed investment schemes
- Investment and funeral bonds
- Deposit products
- Government debentures, stocks and bonds
- Personal and business risk insurance
- Superannuation
- Margin loans
- Retirement Savings Accounts

#### Limits on the advice that can be provided

It is important to note that I cannot provide advice on the following:

- General insurance
- Derivatives
- Foreign exchange

In addition, if I identify that you require specialist advice on a particular product or service, such as estate planning, I may refer you to a specialist who can help.

I am registered with the Tax Practitioners Board as a Registered Tax (Financial) Adviser. Based on the information collected from you, my advice considers the tax consequences that relate directly to the financial advice being provided. However I am not a Registered Tax Agent and consequently this advice does not include an assessment of your overall tax position. As such, I strongly recommend you review this advice with a Registered Tax Agent.

#### Securities

If I identify that you require securities advice, I may refer you to CommSec Advisory for personal advice on direct share investments or existing portfolios. Financial Wisdom and I may receive a fee as a result of this referral. Any referral fee that is received will be disclosed in your SoA.

Alternatively, I may seek portfolio research advice from CommSec Adviser Services and incorporate this research into the advice that they provide to you. The cost of this advice will be incorporated into the total advice fee and detailed in your SoA.

### 3. Referrals

You do not have to consult any professional that I may refer you to. You may want to consult a professional you have an existing relationship with, or choose another. The professional you choose to consult is responsible for the advice they provide to you. Financial Wisdom and I may receive a fee or other benefit as a result of that referral. We may also receive a referral fee or other benefit from the business that is transacted on your behalf.

### 4. Fees and other costs that may apply to you

A range of fees and other costs may be payable to Financial Wisdom for the advice you receive and the financial products used.

Outlined below are the types of payments that you may be charged. Before I provide you with any financial advice, I will discuss these options with you and help you select the best payment method for you.

Where we are aware that you have used borrowed funds (i.e. funds that are either secured or unsecured) to invest through us, we will charge you a flat dollar advice fee.

In all cases, details of payments required for the services provided will be given to you at the time of any personal financial advice or when executing a transaction on your behalf. You will be provided with a tax invoice for any services provided and payment is generally made to Financial Wisdom in accordance with the terms of the invoice and is payable by cheque or money order.

These amounts, where they can be determined, will be documented in your SoA. If at the time you receive your SoA the amounts cannot be determined, the manner in which they are calculated will be disclosed instead.

#### Fee for Service

Under this method of payment, there are set fees payable for each service provided to you. Those services and fees include:

- The initial consultation with your Adviser will be at our expense for the first hour.
- After the first hour an hourly fee of \$350 plus GST may apply.
- There is a fee for the strategy development and preparation of your Statement of Advice of up to \$7,500 plus GST.
- There is a fee of up to \$1,500 plus GST for the implementation of our recommendations.
- Presentation and discussion of the Statement of Advice is included in the preparation fee.
- The above fees are subject to time taken, level of complexity and advice provided.

Please note that the total SOA and Implementation fee can be deducted from the investment at the time of placement as an initial adviser fee or invoiced separately. If you decide not to proceed with our recommendations the SOA fee will be invoiced to you.

In the case where you are provided with a tax invoice for the service provided, you will need to provide a cheque or money order payable to Financial Wisdom in accordance with the invoice.

## Hourly Rate Direct Charges

I may charge an hourly rate for financial services. The current rate is \$350 per hour or part thereof. Part or all of the initial commissions received from a product provider may be rebated to you if this charging option is used.

Before going ahead, I will provide you an estimate of the time that I may need.

## Scale of Charges

If you pay via this method, the fees charged are calculated when new investments are made. Part or all commissions received from a product provider under this fee structure may be rebated to you. An example of how this may be calculated is set out below.

- 3.0% of the first \$100,000 invested.
- 1.5% of the next \$100,000 invested.
- 1.0% in excess of \$200,000 invested. A minimum fee of \$550.00 is payable in all cases.
- An additional fee of \$330.00 per year is payable if the optional service of an annual portfolio review is selected.
- An additional fee of \$660.00 per year is payable if the optional service of a bi-annual portfolio review is selected.

Example: You place a total of \$250,000 in Managed Funds. The cost to you is:

Percentage applied	Amount invested	Fee charged
3.0%	on the first \$100,000	= \$3,000
1.5%	on the next \$100,000	= \$1,500
1.0%	on the next \$50,000	= \$500
Total (Average 2.0%)	\$250,000	= \$5,000

## Revenue, Adviser Service fees and Commissions

### Revenue

Financial Wisdom may receive payments from certain product providers whose products I recommend. These payments are based on the level of investments by Financial Wisdom clients in those products or level of insurance premiums applicable.

### Adviser Service Fee

The Adviser Service Fee is a fee that you and I agree on for the ongoing advice and service that I am to provide, and is payable to Financial Wisdom. Financial Wisdom may pass all or part of that fee on to me. Some products offer the option to deduct the Adviser Service Fee from your funds on a periodic basis.

### Direct Share Investments

I may charge you a fee over and above the brokerage fee charged by CommSec Adviser Services for trading shares. A management fee based on the value of your direct share investment may also be charged. These fees are optional and have no minimum or maximum.

### Commissions

Financial Wisdom may receive initial or ongoing commission payments when you invest in a product or commence an insurance policy through me. Under this arrangement,

Financial Wisdom may receive commission payments directly from product providers.

An initial commission is a one-off payment made upon entry to a financial product and an ongoing commission is paid each year for which a financial product is maintained.

Commission payments are based on a percentage of the funds you invest or the insurance premiums you pay. They are not paid directly by you and are instead deducted from the investment, superannuation, loan or insurance premium by the product provider and paid to Financial Wisdom.

### Investment and superannuation products

The initial commission that Financial Wisdom may receive on an investment or superannuation product can be up to 5.50% of the investment amount.

The ongoing commission that Financial Wisdom may receive can be up to 1.10% per annum of the investment amount.

Financial Wisdom only receives initial or ongoing commission payments on investment or superannuation products, where they are entitled to receive these payments through existing arrangements with product providers.

### Insurance policies

The initial commission that Financial Wisdom may receive on insurance policies can be up to 135% of the first year's premium.

The ongoing commission that Financial Wisdom can receive may be up to 38.50% per annum of the renewal premium.

We only receive commission payments where we are entitled to receive these payments through existing arrangements with product providers.

Any commission payments that Financial Wisdom or I receive are not an additional cost to you.

### Margin Lending

Financial Wisdom may receive commission payments on margin loans which are based on a percentage of the loan amount. This commission is paid on an annual basis and Financial Wisdom may pass this on to me. Financial Wisdom will only receive initial or ongoing commission payments on margin loans, or additional drawdowns to these products, where they are entitled to receive these payments through existing arrangements with product providers.

## 5. What Financial Wisdom pays me as your Adviser

### Fees and Commissions

Once Financial Wisdom receives payment for a service, they may pay me up to 100% of the revenue, fee and bonus amount that they receive. Any remaining amount will be retained by Financial Wisdom.

The amounts that are paid to me and retained by Financial Wisdom will be disclosed in your SoA. If the amount is not calculated at the time your SoA is provided, the way the amount is calculated will instead be disclosed.

### Other benefits that may be received

Financial Wisdom may receive quarterly payments from product providers that are on the Financial Wisdom Approved Product List ('APL product providers'). Any payments that Financial Wisdom receives from APL product providers are based on the level of funds under administration, new business placed or new insurance premiums, written by Financial Wisdom Advisers as applicable.

When received, these payments form part of a pool of funds that is maintained by Financial Wisdom. Financial Wisdom may pass on to me a share of these pooled payments, however before they do I must meet certain performance measures.

These performance measures include the quality of advice I provide to my clients and my continuing professional development, as well as the management, size and growth of my practice. Financial Wisdom will assess my performance against these measures and I will receive a score. This score is known as a Practice Quality score and may assist me in receiving a share of the pooled payments. If I receive a share of these pooled payments, they are known as a 'Short Term Incentive' payment. To receive a Short Term Incentive payment, I must receive a minimum Practice Quality score from Financial Wisdom, whilst also achieving minimum levels of advice quality, business revenue and retention, as well as productivity.

Any payments that Financial Wisdom receives from APL product providers or which I may receive a share of, are not deducted from your investment or insurance premiums, nor are they an additional cost to you. The details of any revenue sharing arrangements which may apply to any products recommended to you will be set out in the SOA.

### **Referral payments**

If you were referred by another party, or if Financial Wisdom or I have referred you to someone else, Financial Wisdom or I may pay that referral party a fee or commission. Financial Wisdom or I may receive a referral fee in the event that we refer you to someone. Your SoA will disclose these referral payments and the amounts paid.

### **Partners in Education**

Financial Wisdom may receive sponsorship payments from a number of product providers which are in no way linked to volume of sales. Financial Wisdom offers various package arrangements where product providers can partner with

Financial Wisdom to provide education and training services for their Advisers. For a full list of all current partners, please visit [www.financialwisdom.com.au](http://www.financialwisdom.com.au)

### **Other benefits that I may receive**

From time to time, I may also receive other benefits which may include:

- Educational conferences and seminars: these are arranged by Financial Wisdom and attendance may be fully or partially subsidised by Financial Wisdom.
- Non-monetary benefits: these may include business lunches, tickets to sporting and cultural events, promotional merchandise or other minor benefits from Financial Wisdom or product providers.
- I may also have access to a Business Valuation Package offered by Financial Wisdom. This is subject to certain conditions and any amount paid by Financial Wisdom depends on factors such as compliance history and financial performance.

These benefits are discretionary in nature and relate to future events. It is therefore not possible to provide an estimated dollar value on these benefits at this point in time.

Any other benefits that Financial Wisdom or I may receive will only be accepted to a value of less than \$300 per provider per year. If other benefits over this limit are received, they will be declined or if delivery has already been made, they will be disposed of. In the instance that a benefit has been received and needs to be disposed of, that benefit will be passed on to charity or disposed of by other means.

Financial Wisdom maintains a public register of all other benefits they receive. Financial Wisdom also maintains a Conflicts of Interest register for circumstances where some or all of your interests may be inconsistent or diverge from some or all of my interests or those of Financial Wisdom. If you would like to see a copy of these registers, you can contact Financial Wisdom.