



FinancialForce

# Financial Services Guide

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**Version 3**

The Financial Service Guide (FSG) is an important document. The purpose of the FSG is to assist you to make a decision about whether to use any of the services offered by Financial Force and our Advisers and to keep you fully informed of the financial planning process.

The information contained in this FSG covers matters such as:

- Information about Financial Force Pty Ltd as the licensee
- Who will be responsible for providing the financial services
- Details of the financial services and/or products Financial Force can provide
- Details of the financial services and/or products that Financial Force does not provide
- The Financial Force financial planning process
- Documents you may receive from us
- Remuneration received by Financial Force and your Adviser
- Relationships which might influence Financial Force or your Adviser in providing financial services to you
- Financial Force internal and external complaints procedures
- Compensation arrangements

## **Lack of Independence**

Financial Force is privately owned and not an independent Australian Financial Services License (AFSL) and will continue to operate through these circumstances as we allow all our advisers the option to remunerate their services by accepting insurance commissions. As Financial Force allows remuneration from our clients in the form of receiving commissions on the sale of life risk insurance products (and not rebate in full back to clients), we're unable to declare Financial Force as an independent, impartial or unbiased Australian Financial Services License (AFSL) holder.

If your Adviser provides you with financial advice and/or a financial product, you will receive a Statement of Advice (SoA) and/or a Product Disclosure Statement (PDS)

A SoA will take into account your financial situation, objectives and needs. The SoA will contain the financial advice provided to you and the basis on which it is given, including advice / product recommendations, any remuneration payable, the risks and disadvantages associated with the advice and/or product recommendations and all details of any relationships which might influence your Adviser in providing the financial advice and/or product recommendation, such as any association with product issuers or other parties

If we recommend that you acquire a particular financial product (other than securities such as direct shares) or offer to issue or arrange the issue of a financial product to you, we will provide you with a PDS. The PDS will contain information about the particular product, including the features, benefits, fees and risks associated with that product to help you make an informed decision.

## **ABOUT FINANCIAL FORCE PTY LTD**

Financial Force Pty Ltd was established in February 2000 and has been privately owned and operated by its Director Anthony Dunn. Anthony has a knowledgeable experience in providing financial advisory services and is member of various professional bodies and associations.

All authorised representatives of Financial Force have access to up-to-date information about a range of financial strategies (e.g. wealth creation, retirement planning, salary packaging) as well as the performance of managed funds and securities. Our representatives are able to give comprehensive and competent advice in these matters that include investments, superannuation and insurances. Each representative is authorised to provide advice in well-defined areas of financial services.

## **OUR FINANCIAL SERVICES**

Financial Force is authorised under its licence to offer comprehensive personal financial planning, investment and insurance advisory services and/or products such as:

- wealth accumulation goals and strategies, and the associated investments
- superannuation and retirement planning, and the establishment of methods of generating retirement income streams
- provision of personal and general insurance advice and arranging for insurance policies to be put in place
- provision of estate and succession planning advice
- advice on investment in managed funds and listed securities
- salary packaging

Advice is provided on the strategic use of unit trusts, master funds, self managed superannuation funds, allocated pensions, complying pensions, deferred and immediate annuities, salary packaging, debentures, other fixed interest investments, securities, insurance bonds, life insurance, income protection insurance, trauma insurance and general insurance.

Authorised Representatives of Financial Force may not be authorised to provide advice about all of the above areas. Please refer to the Adviser Profile with this FSG that sets out the areas of advice and types of products in which your Adviser is authorised to advise you.

## **SERVICES AND PRODUCTS FINANCIAL FORCE DOES NOT PROVIDE**

Financial Force can only provide services in relation to those set out in its AFS Licence (a copy of which is available upon request). Your Adviser is not authorised to provide any other services/products other than those listed in their Adviser Profile and specifically is not authorised to provide the following:

- banking services
- services relating to credit assistance and activity
- loan facilities (including residential loans)

- legal advice
- accounting advice
- real estate/ property advice

## **WHO WILL BE RESPONSIBLE FOR PROVIDING THE FINANCIAL SERVICES?**

Your adviser provides financial services on behalf of, and as authorised by Financial Force. Therefore, Financial Force is responsible to you for the financial services that your Adviser provides to you.

Your Adviser will provide you with an Adviser Profile along with this FSG. The Adviser Profile contains important information about your Adviser, including their Authorised Representative number, details of their qualifications and experiences, the areas or types of financial products or services your Adviser is authorised to provide to you, as well as the details of any remuneration payable.

Your Adviser is required by law to act in the best interests of their clients, honestly, professionally, fairly and objectively in the provision of financial services. Financial Force has authorised your Adviser to provide this FSG and the accompanying Adviser Profile to you.

## **HOW CAN YOU GIVE INSTRUCTIONS TO YOUR ADVISER?**

You can give specific instructions to your Adviser by either contacting them over the phone, via email, or in person.

## **FINANCIAL FORCE FINANCIAL PLANNING PROCESS**

1. You have been provided with this FSG and your Adviser's Adviser Profile (if you do not have a copy of your Adviser's profile, please contact Financial Force).
2. You will be asked to provide information about your particular objectives, financial situation and needs to allow your Adviser to advise you appropriately. This information is collected from you and recorded in the Confidential Financial Review form and the Client Risk Profile Questionnaire. The information obtained in these two documents will form the basis of any advice or recommendation provided to you by your Adviser.
3. A financial plan will be designed for you, tailored to your identified needs and objectives and specific risk profile
4. All of these matters will be addressed in a comprehensive SoA prepared personally for each client. The SoA will set out your Adviser's recommendations, the basis on which those recommendations are given, and the remuneration payable for researching, designing, implementing and maintaining those recommended products and services.
5. The recommendations will be implemented by your Adviser upon receiving your authority to proceed with the recommendations.

6. Your Adviser will regularly review and revise your financial plan (including recommendations, services and products) and make any necessary updated recommendations to you depending on your circumstances.

## **DOCUMENTS YOU MAY RECEIVE**

### **Statement of Advice (SoA)**

This is the comprehensive advice document (mentioned earlier in this FSG) that is provided to you when we give you personal advice. The document takes into account your personal needs, objectives, financial situation and goals. You must confirm that you are satisfied with the assessment your adviser has made regarding your personal circumstances and risk profile.

### **Product Disclosure Statement (PDS)**

If your Adviser recommends a particular product, you will receive a PDS prepared by the product provider. This document will contain information about the product features, risk and costs and details other fees and charges that may apply, including management expense ratios and remuneration payments to Advisers. It usually also contains any application material that may need to be completed in relation to the relevant transaction.

### **Additional advice**

If your Adviser provides you with any additional advice (Record of Advice), you are able to obtain a copy of that advice (if it has not already been given to you) by contacting your Adviser and requesting a copy. A request for additional advice can be made up to 7 years after the date that the advice was initially given to you.

### **Ongoing Fee Arrangement**

If you're under an ongoing fee arrangement with your adviser, it is their obligation to provide you with a 12-month ongoing service renewal which will require your consent to deduct fees after the initial 12 month period (the frequency and amount of each ongoing fee the account holder will pay during the upcoming year if the account holder were to renew the existing ongoing fee arrangement, where the upcoming year is a period of 12 months beginning on the next anniversary day for the ongoing fee arrangement). This may also include a Fee Disclosure Statement (FDS) which outlines how much fees you paid and what services were provided in the previous 12 months.

## **REMUNERATION RECEIVED BY FINANCIAL FORCE AND YOUR ADVISER**

### **How is remuneration shared between Financial Force and your Adviser?**

The remuneration between Financial Force and your Adviser is shared in accordance with the split of fees that has been negotiated in their authorisation agreements. All remuneration from the financial service provided and/or financial products is initially received by Financial Force. Our Advisers are paid between 80% and 90% of the fees and commissions received by Financial Force and Financial Force retains between 10 and 20% of these amounts.

### **How are Financial Force and your Adviser Remunerated?**

The circumstances of each client and the nature and complexity of the advice, products and services they require will vary the costs associated with providing that advice and those products and services. Fees will be discussed with you at your first appointment. The basis and an estimate of applicable fees will be detailed in an initial Terms of Engagement letter and detailed in your SoA and explained in detail by your Adviser.

Generally though, your Adviser may be remunerated by one of the below types of fees, or a combination of them, whenever they provide a recommendation for an investment, product or service.

### **Fee for service**

Some of our representatives may charge a fee-for-service depending on the time taken to provide the service and its complexity. A fee-for-service may be based on either one or a combination of the following:

- A fixed dollar amount; or
- A percentage of the funds invested.

### **Initial Commissions**

Initial commissions are a one-off payment and are calculated as a percentage of funds you have invested. They are deducted from the amount invested and are calculated as a percentage of the value of the investment you make. Initial commissions are calculated in the following way:

*Investment products- between 0 - 5% of the investment amount (GST inclusive)*

*Insurance products – between 0 – 66% of the investment amount (GST inclusive)*

### **Ongoing Commissions**

Ongoing commissions (sometimes known as trail/level commissions) are paid to Financial Force for the duration that your investment or insurance product is held with that product provider. Ongoing commissions are calculated in the following way:

*Investment products- between 0 - 1.5% of the investment amount (GST inclusive)*

*Insurance products – between 0 – 22% of the investment amount (for trail commissions) (GST inclusive)*

*Insurance products – between 0 – 27.5% of the investment amount (for level commissions) (GST inclusive)*

### **Adviser Service Fee**

Most fund managers/insurance companies and lenders pass on to advisers a small proportion of the annual management fee to contribute to the cost of ongoing review of the client's circumstances. Our representatives often accept this fee to meet the costs of ongoing review unless otherwise negotiated. However, an additional service fee may also be charged to cover this service. This is a matter of discussion between you and your adviser and any applicable Adviser Service Fee will be disclosed to you in relevant SoA document.

## **RELATIONSHIPS WHICH MIGHT INFLUENCE FINANCIAL FORCE OR YOUR ADVISER IN PROVIDING FINANCIAL SERVICES**

Financial Force and your Adviser are required to inform you of anything that might give rise to a conflict of interest (real or perceived) arising from the advice that they are giving you. They must also inform you of any other persons who may benefit from the remuneration they receive from providing the services to you. Any associations or relationships that may influence your Adviser in providing financial services will be specifically detailed in their Adviser Profile.

### **Associated party of Financial Force**

Anthony Dunn is a sole director of Financial Force. The following corporate entity is associated party of the Director of Financial Force:

*Anthony Dunn* as sole director and shareholder of:

- Queensland Professional Advisory Service Pty Ltd (an authorised corporate representative of Financial Force).

Your Adviser may employ business administration services provided by Queensland Professional Advisory Services Pty Ltd. Financial Force and your Adviser do not receive any referral fee for recommending those services, and any services provided by Queensland Professional Advisory Services Pty Ltd. Queensland Professional Advisory Services Pty Ltd (Anthony Dunn) may directly benefit from its specific services provided to you.

Queensland Professional Advisory Services Pty Ltd also charges a monthly administration fee to their Self-Managed Super Fund (SMSF) clients to manage the ongoing administration duties required with the Self-Managed Super Fund. This is a fee charged inhouse from the AFSL to cover employment expenses of the ongoing administration and management of the SMSF.

### **Alternative Remuneration**

Financial Force and your Adviser each maintain an Alternative Remuneration Register that contains information about any alternative forms of payments or soft dollar benefits over a specified dollar amount that may be received (e.g. lunches, gifts, conferences etc). A copy of your Adviser's Alternative Remuneration Register is available for inspection upon request.

### **HOW IS MY PERSONAL INFORMATION DEALT WITH?**

At Financial Force, the privacy of your personal information is very important to us. We collect your personal information to ensure that we are able to provide you with the products and services most appropriate to your needs.

Financial Force has adopted the National Privacy Principles set out in the Privacy Act 1988 (Cth) as part of our continuing commitment to client service and maintenance of client confidentiality. We are committed to ensuring your privacy and security are protected through our Privacy Policy. A copy of our Privacy Policy is available from your Adviser and on the Financial Force website: [www.financialforce.com.au](http://www.financialforce.com.au)

If you have concerns about the accuracy and completeness of the information we hold, you may request access to your personal information by contacting the Privacy Officer:

By mail: Privacy Officer  
Financial Force Pty Ltd  
PO BOX 12026  
George Street P/O QLD 4003

By email: [compliance@financialforce.com.au](mailto:compliance@financialforce.com.au)

By phone: 07 3210 0244

## COMPLAINTS RESOLUTION PROCEDURES

We hope you will be fully satisfied with the service your Adviser provides. However, if you have a complaint about your Adviser, you should take the following steps:

1. Lodge an online complaint through our Complaints portal; <https://guided-compliance.com.au/how-to-lodge-a-complaint/>
2. Please contact Financial Force directly on:
  - a. By phone on (07) 3210 0244.
  - b. By email on [compliance@financialforce.com.au](mailto:compliance@financialforce.com.au)  
A director will then respond to you and will endeavour to resolve your complaint quickly and fairly within 28 days but no later than 45 days after receiving your complaint.
3. If you are still not satisfied with the outcome, you have the right to complain to the Australian Financial Complaints Authority (AFCA), an external dispute resolution scheme of which Financial Force is a member. You can contact AFCA by:
  - a. phoning 1800 931 678 (free call);
  - b. emailing [info@afca.org.au](mailto:info@afca.org.au);
  - c. mailing AFCA, GPO Box 3, Melbourne VIC 3001; or
  - d. accessing their website at [www.afca.org.au](http://www.afca.org.au).
4. The Australian Securities and Investments Commission (ASIC) also has a free call information line on 1300 300 630 which you may use to make a complaint and obtain information about your rights.

## COMPENSATION ARRANGEMENTS

Financial Force is required under the Corporations Act 2001 (Cth) (the Act) to have adequate compensation arrangements in place to compensate retail clients for losses they may suffer as a result of a breach of obligations by Financial Force or its Advisers under Chapter 7 of the Act.

Financial Force has comprehensive Professional Indemnity Insurance in place that covers it and its Advisers which meets the compensation arrangements requirements under the Act.

## Further questions

If you have any further questions about the financial services which we and our financial planners provide, please call our Client Services on (07) 3210 0244. Please retain this document for your reference and any future dealings with us.



# FinancialForce

**Financial Force Pty Ltd**

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