



**WEALTH EFFECT**  
Advisory Pty Ltd

# FINANCIAL SERVICES GUIDE

**Our guide to assisting you with your financial needs**

AFSL 514437    Version 1.1, 9th April 2021

## LET US GUIDE YOU

The purpose of this Financial Services Guide (FSG) is to help you make an informed decision about the services we offer and whether they are appropriate to meet your needs. This FSG provides you with important information on how to engage with one of our Advisers.

This FSG should be read in conjunction with the Adviser Profile and covers the following:

- Information about Wealth Effect Advisory Pty Ltd as a licensee
- Details on how you may instruct your Adviser
- Who will be responsible for providing the financial services
- Details of the financial services and/or products Wealth Effect Advisory Pty Ltd can provide
- The documents you may receive
- Remuneration received by your Adviser
- Other forms of remuneration or benefits
- Privacy (i.e. collection and handling of your personal information)
- The complaints procedure
- Compensation arrangements in place

Please take the time to review this document before engaging our services.

Throughout this FSG, Wealth Effect Advisory Pty Ltd is referred to as “we”, “us”, “our” or any variations. The term “Adviser” refers to Wealth Effect Advisory Pty Ltd’s authorised representatives.

Wealth Effect Advisory Pty Ltd (ABN 88 629 171 722), is an Australian Financial Services Licensee (AFSL 514437).

Distribution of the Financial Services Guide (version 1.1) by the providing entity has been authorised by Wealth Effect Advisory Pty Ltd.

Authorisation date: 12<sup>th</sup> March 2021

## WHO WE ARE AND WHAT WE STAND FOR

Wealth Effect Advisory Pty Ltd offers boutique tailored financial planning services provided by the King Financial Group and its Advisers. We understand that life is busy and organising your finances, super and insurances is not something you want to spend too much time on. We aim to take the hassle out of your finances and do the administration for you whilst also offering quality advice.

We provide tailored financial plans for our clients taking into account individual financial histories, family needs and more importantly each goal and want.

We are committed to helping our clients to see what’s possible.

### Our responsibility

Your Adviser provides financial advice and services on behalf of Wealth Effect Advisory Pty Ltd and accordingly we are responsible for the financial advice and services they provide.

Our Advisers are committed to providing quality financial advice and a wide choice of products and/or services to suit individual client circumstances.

Your Adviser is obliged by law to act in your best interests and provide appropriate advice, when providing financial advice to you.

Financial Advisers are required to comply with the Financial Planners and Advisers Code of Ethics.

### The Adviser Profile

Prior to providing any personalised financial advice products and/or services our Advisers are required to provide you with a copy of this FSG along with an Adviser Profile.

The Adviser Profile contains important information about your Adviser. This includes their Authorised Representative number and/or Corporate Authorised Representative number (if applicable), accreditations, qualifications and experience, areas

of advice and types of financial services they can provide, details of how they get paid and fees that you may be charged.

If you have not received an Adviser Profile, please ask your Adviser for a copy or contact us (see page 8 for contact details).

### What we can provide

Wealth Effect Advisory Pty Ltd is licensed to provide financial product advice on the following services:

- Wealth creation strategies
- Life insurance advice
- Superannuation strategies
- Debt reduction strategies
- Cash flow management
- Retirement planning
- Aged care strategies
- Estate planning strategies
- Tax (financial) advice

We can advise in the following products:

- Basic deposit products
- Debentures, stocks and bonds
- Life insurance (personal and business)
- Managed investments
- Investor Directed Portfolio Services (IDPS)
- Retirement Savings Accounts (RSA)
- Securities
- Superannuation
- Self-managed superannuation

Wealth Effect Advisory Pty Ltd maintains an Approved Product List (APL). Subject to attaining required accreditation, your Adviser is able to recommend any product on the APL.

There may be instances where your Adviser will need to consider products outside of the APL. In these cases, your adviser may apply to Wealth Effect Advisory Pty Ltd's Investment Committee to obtain a one-off product approval.

### Documents you may receive

If you decide to obtain personal financial advice, your Adviser will need to determine your needs, objectives and relevant financial circumstances.

At the initial advice appointment, your Adviser will typically gather the relevant information by using a client data collection form. You will be asked to provide accurate information about your personal and financial situation and keep your Adviser informed of any changes to your relevant circumstances.

Your Adviser will also need to verify your identity.

When your Adviser provides personal financial advice to you, you may receive one or more of the following documents:

- Letter of Engagement
- Statement of Advice (SoA)
- Record of Advice (RoA)
- Product Disclosure Statement (PDS)
- Fee Disclosure Statement (FDS)
- Renewal Notice

The SoA will set out the advice that has been tailored to your specific circumstances and provide you with details of all relevant disclosures including details of any remuneration payable.

Where you receive ongoing or further advice a RoA may be provided.

A PDS will be provided if a product recommendation is made and includes detailed information on the financial product including features, benefits, conditions, costs and cooling off rights (if applicable).

An FDS will be issued to you in instances where you enter into an Ongoing Fee Arrangement with your Adviser for a period greater than 12 months. The FDS will contain information about the services you were entitled to receive, the services you actually received and the fees you paid during the period. The FDS will be provided to you annually.

Should you commence an ongoing fee arrangement for the first time after 1 July 2013 (or in circumstances where the ongoing fee arrangement is significantly varied after 1 July 2013), your Adviser will also issue a Renewal Notice every 2 years. The Renewal Notice will give you the option of renewing the ongoing fee arrangement.

You may request in writing a copy of any advice document up to seven (7) years after the advice has been given.

### How to give instructions

Your Adviser may accept your instructions by phone, letter, email or fax. In some instances, your Adviser can only accept written instructions from you, and they will let you know when this occurs.

### Your privacy

Your Adviser is required to maintain physical or electronic records of documentation for any financial advice given to you, including information that personally identifies you and/or contains information about you.

These records are required to be retained for at least seven (7) years. If you want to access your personal information at any time, please let us know.

You have the right to not to provide personal information to your Adviser. However, in this case, your Adviser will warn you about the possible consequences and how this may impact on the quality of the advice provided. Additionally, your Adviser may also decline to provide advice if they feel they have insufficient information to proceed.

Wealth Effect Advisory Pty Ltd respects your privacy and is committed to protecting and maintaining the security of the personal and financial information you provide us. For detailed information on how we handle your personal information, please see our Privacy Policy located at [www.kfgroup.com.au](http://www.kfgroup.com.au)

### Disclosure of information

Throughout the advice process, your personal information may be disclosed to other services providers. These may include:

- Financial product providers
- Financial planning software providers
- Administration and paraplanning service providers
- IT service providers

Wealth Effect Advisory Pty Ltd may engage third party service providers to assist in the provision of products or services.

Some services may require disclosure of personal information to service providers outside Australia including the Philippines. The purpose of such disclosure is to facilitate the provision of financial services including the preparation of financial advice documents for Wealth Effect Advisory Pty Ltd Advisers.

All reasonable steps will be taken to ensure that offshore service providers comply with the Privacy Act 1988.

### Adviser remuneration

The cost of providing a financial product or service to you will depend on the nature and complexity of the advice, financial product and/or service provided. Generally, whenever your Adviser provides a recommendation for a financial product or service, your Adviser may be remunerated through either:

- An initial fee for service; or
- A periodic or ongoing fee for service; or
- Implementation fee; or
- Insurance commissions; or
- A combination of any of the above.

Details of the ranges and amounts of remuneration are set out below. Amounts are inclusive of GST.

## Initial Fees

Your initial meeting with King Financial Group is complimentary. We spend 60-90 minutes creating your personal wealth map which is all about getting to know you, what's truly important to you and why.

It also gives you the opportunity to find out more about us and make sure that we are the right fit for you. Should you decide to proceed with engaging our services, we will require you to sign an Engagement Agreement which will confirm the service and fees before we proceed any further.

### Initial Upfront Fees

Remuneration Type	From	To
SoA Preparation Fee	\$3,300	\$16,500
Implementation Fee	\$1,100	\$5,500

### Ongoing Advice Fees

Remuneration Type	Ongoing (pa)
Adviser Service Fee	\$3,300 to \$25,000

### Insurance Commission

Remuneration Type	From	To
Insurance Commission*	0% to 66%^	0% to 35%

\*Based on a % of insurance premiums

^Applicable from 1 January 2020 to new policies. If the policy was issued before 1 January 2020 commission of up to 130% will apply to additional cover.

### Ad hoc Advice Fees

For any work or meetings that are beyond the scope of the agreed ongoing service package, you may be charged between \$440 to \$660 (incl GST) per hour. Should an ad hoc fee apply to your situation, your Adviser will discuss this with you and obtain written approval before proceeding any further.

All fees or commissions are initially paid to Wealth Effect Advisory Pty Ltd before being distributed to King Financial Group.

## Licensee remuneration

Wealth Effect Advisory Pty Ltd receives a flat fee for the provision of services required under its Australian Financial Services Licence.

## Referrals

Should you be referred to your adviser by a third party, such as an Accountant or Mortgage Broker, the third party may receive a fee for the referral.

You will receive more detailed information concerning any referral fee in your SoA or other relevant document.

## Other forms of remuneration or benefits

Wealth Effect Advisory Pty Ltd and/or its Advisers may receive non-monetary benefits where:

- The amount is less than \$300 and identical or similar benefits are not given on a frequent basis; or
- The benefit has a genuine education or training purpose (including attendance to conferences) and is relevant to providing financial product advice; or
- The benefit consists of the provision of information technology software or support and is related to the provision of financial product advice in relation to the financial products issued or sold by the benefit provider

Payments or benefits received are disclosed in a register. A copy of the register is available upon request.

## Related companies

King Financial Group is a privately owned group of financial services companies including Wealth Effect Advisory Pty Ltd, King Financial Group Vic Pty Ltd, King Financial Group (NSW) Pty Ltd, King Financial Group (QLD) Pty Ltd, and Thrive Capital Partners Pty Ltd.

King Financial Group Vic Pty Ltd, King Financial Group (QLD) Pty Ltd, King Financial Group (NSW) Pty Ltd and Thrive Capital Partners Pty Ltd are

corporate authorised representatives of Wealth Effect Advisory Pty Ltd AFSL 514437.

Your Adviser may recommend you invest in a Thrive Capital Partners Pty Ltd investment portfolio of which 0.30% p.a. is paid to Wealth Effect Advisory Pty Ltd. This is to cover the costs of the investment committee.

Your Adviser may recommend you invest in a King Managed Portfolio. Wealth Effect Advisory Pty Ltd is the Portfolio Manager of the King Managed Portfolios.

King Financial Group also has associations with other businesses that may influence, or be seen to influence, the advice that your adviser provides you. Your Adviser may recommend you engage Coveright Insurance Brokers Pty Ltd or PC Rowland Accounting Pty Ltd which are related companies of the King Financial Group.

Your Adviser will disclose any relevant shareholdings and any other potential conflicts within the Adviser Profile and/or advice document.

### **Sponsorship**

Wealth Effect Advisory Pty Ltd and its related companies may receive payments or benefits from product providers in return for granting rights such as being recognised as a sponsor and give presentations at conferences and/or professional development training days.

Wealth Effect Advisory Pty Ltd may use these payments to pay for costs associated with such conferences, training or professional development days.

### **Professional Indemnity**

Wealth Effect Advisory Pty Ltd maintains a policy which includes appropriate Professional Indemnity Insurance cover for Wealth Effect Advisory Pty Ltd as required by the Corporations Act 2001.

### **Reporting your concerns**

If you have a complaint about any financial service provided to you by your Adviser, you should take the following steps:

1. Contact us to discuss your complaint.

Phone (03) 9999 2700  
Online [www.kfgroup.com.au](http://www.kfgroup.com.au)  
Email [wealth@kfgroup.com.au](mailto:wealth@kfgroup.com.au)

Mail National Client & Compliance Manager  
  
Wealth Effect Advisory Pty Ltd  
PO Box 6083  
HAWTHORN WEST VIC 3122

2. We will acknowledge receipt of a complaint immediately, however, where this is not possible, acknowledgement will be made as soon as practicable.
3. We will then investigate the complaint and respond to you within 45 days. Some complex matters may require an extension to thoroughly investigate the complaint and bring it to resolution.
4. If you are not fully satisfied with our response, you have the right to lodge a complaint with the Australian Financial Complaints Authority (AFCA). AFCA provides fair and independent financial services complaint resolution that is free to consumers.

The contact details for AFCA are:

Phone 1800 931 678 (free call)  
Online [www.afca.org.au](http://www.afca.org.au)  
Email [info@afca.org.au](mailto:info@afca.org.au)  
Mail GPO Box 3  
Melbourne VIC 3001

Furthermore, the Australian Securities and Investments Commission (ASIC) has a free of charge infoline on 1300 300 630, which you may use to obtain information about your rights and to make a complaint.

### **CONTACT US**

Wealth Effect Advisory Pty Ltd  
Suite 2, Building B, 192 Burwood Road  
HAWTHORN WEST VIC 3122

T: (03) 9999 2700  
F: (03) 98189 4059

E: [wealth@kfgroup.com.au](mailto:wealth@kfgroup.com.au)  
W: [www.kfgroup.com.au](http://www.kfgroup.com.au)

**For more information:**

Please visit [www.moneysmart.gov.au](http://www.moneysmart.gov.au) for more information on financial advice.