

# Financial Services Guide

## **HEARD FINANCIAL PTY LTD**

Corporate Authorised Representative (AFSR: 444271) of LJFD Pty Ltd

## **HEARDWRIGHT PTY LTD**

Corporate Authorised Representative (AFSR: 1281050) of LJFD Pty Ltd

### **Authorised Representatives:**

Nicholas Heard (AFSR: 444273)

Matthew Kerrish (AFSR: 1001729)

Lin Carey (AFSR: 1263264)

Frank Grosser (AFSR: 229290)

Daniel Wright (AFSR: 1269852)

### **Authorised for distribution by: LJFD PTY LTD**

AFSL: 438458

ABN: 66 161 715 304

**Contact Details** - Website: [www.heardfinancial.com.au](http://www.heardfinancial.com.au)

#### **Heard Financial Pty Ltd**

93 Frome Street

Adelaide SA 5000

Phone: (08) 7070 1600

Fax: (08) 8232 3499

#### **HeardWright Pty Ltd**

65 Henley Beach Road

Mile End SA 5031

Phone: (08) 7070 1600

Fax: (08) 8232 3499

#### **LJFD Pty Ltd**

93 Frome Street Adelaide SA 5000

Phone: (08) 7070 1600

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## **PURPOSE OF THIS DOCUMENT**

This Financial Services Guide (FSG) is an important document designed to assist you in making an informed decision on whether you wish to utilize our services. It also contains important information about:

1. Who We Are
2. The Services We Provide
3. Your Financial Adviser
4. The Financial Advice Process
5. Fees and Commissions
6. Conflicts of Interest That May Impact Our Services
7. How we deal with complaints
8. Your Privacy

When we provide you with financial planning services you may receive:

- A Statement of Advice (SoA) or Record of Advice (RoA) which documents the advice we provide to you
- A Product Disclosure Statement (PDS) which explains the products we have recommended
- An annual Fee Disclosure Statement (FDS) which documents the fees paid and services you have received in the preceding 12 months

## **WHO WE ARE**

Heard Financial Pty Ltd (trading as Heard Financial) is a company owned and managed by Nicholas Heard and is a Corporate Authorised Representative of LJFD Pty Ltd (Licence Holder).

HeardWright Pty Ltd (trading as Heard Financial) is a company owned and managed by Nicholas Heard and Daniel Wright. It is a Corporate Authorised Representative of LJFD Pty Ltd (Licence Holder).

LJFD PTY LTD holds an Australian Financial Services Licence (438458) which has been issued by the Australian Securities and Investments Commission (ASIC).

Heard Financial is required to comply with the obligations of the Corporations Act and the conditions of our licence.

This includes the need to have compensation arrangements in place with a Professional Indemnity insurer.

## **THE SERVICES WE PROVIDE**

Heard Financial provides a comprehensive range of advice and dealing services which include:

- Superannuation
- Self Managed Superannuation Fund
- Securities

- Managed Investments
- Personal Insurance
- Margin Lending
- Retirement Planning
- Deposit Products

## **YOUR FINANCIAL ADVISER**

Your Adviser will provide these services to you via Heard Financial Pty Ltd or HeardWright Pty Ltd. FSG (Part 2) titled 'Adviser Profile' contains information about your Adviser and the products and services they are authorised to provide you.

Your Adviser acts on behalf of Heard Financial who is responsible for the services that they provide.

## **THE FINANCIAL ADVICE PROCESS**

We recognise that the objectives and personal circumstances of each client are different. What is right for one client may not be right for another.

We will listen to you to understand your objectives and circumstances. We will also ask questions to make sure we address all issues. We will always provide advice which is in your best interest.

When we first provide advice to you it will be explained thoroughly and documented in a Statement of Advice (SOA) which you can take away and read.

The Statement of Advice will explain the basis for the advice, the cost to you of implementing the advice and any commissions or associations which could have influenced the advice.

For managed funds and insurance recommendations, we will provide you with a Product Disclosure Statement. This contains information to help you understand the product being recommended.

We welcome you to contact us at any time and ask questions about the advice and investments recommended.

You can provide instructions to us in writing, via phone or via email/fax. Please note you are responsible for ensuring your instructions reach us.

We may provide you with portfolio management services and further advice to you to keep your plan up to date allowing for changes in your circumstances and changes in the law.

The ongoing services we provide will depend on the terms of the Client Service Agreement you sign with us. Ongoing advice will be documented in a Record of Advice (ROA).

## **FEES**

All fees are payable to LJFD Pty Ltd.

Our Advisers receive a remuneration package related to the net revenue paid to the Company, i.e. after GST, and payments to external service providers, generated from the clients they advise. Up to 40% of Heard Financial revenue may be applied to an Adviser's package to cover salary, superannuation, long service leave, insurance and other benefits.

Nicholas Heard is a director and owner of Heard Financial Pty Ltd and he is entitled to the profit that it makes.

Nicholas Heard is a director of HeardWright Pty Ltd and both Nicholas Heard and Daniel Wright are owners of HeardWright Pty Ltd and are entitled to the profit that it makes.

Your first meeting with us is complimentary and obligation free.

### **Plan Preparation Fee**

The Plan Preparation fee includes all initial meetings with you, the time we take to determine our advice and the production of the SoA.

The Plan Preparation fee is based on the scope and complexity of advice provided to you. We will agree the fee with you at our first meeting.

### **Additional First Year Service Fee**

If you decide to proceed with our advice, we will charge a fee for the additional time we spend assisting you with implementation during the first year. We will let you know what the fee will be in the SoA.

### **Ongoing Services Fee**

Once your investments or insurance is established, we may provide portfolio management services and/or meet with you periodically to update our advice.

Ongoing fees will depend on what ongoing service we provide to you. They may be a percentage of the transaction value (eg for share trades), an agreed fixed fee or a percentage of your portfolio value.

#### **Example (excluding GST)**

% based share transactions (trade value x 1% +\$55)  
E.g. \$50,000 x 1% + \$55 = \$555

% based ongoing service fee (portfolio value x 1%)  
E.g. \$500,000 x 1% = \$5,000

Or an agreed fee with your Adviser

## **COMMISSIONS**

Heard Financial Pty Ltd and HeardWright Pty Ltd receive commissions and other benefits from some product and service providers.

The commission amount will vary depending on the product or service which is recommended. We will tell you the exact amount in the SoA or RoA.

### **Insurance Commissions**

We may receive a one-off upfront commission when you take out an insurance policy we recommend.

We also receive a monthly commission payment for as long as you continue to hold the policy.

### **Placement Commissions**

We may receive a placement commission on capital raisings undertaken by companies. This includes initial public offerings and rights issues. These are one-off payments.

### **Other Benefits**

We may also receive additional benefits by way of sponsorship of educations seminars, conference or training days. Details of any benefits received above \$100 will be maintained on a register which is available to you on request.

### **Referral Fees and Commissions**

In some situations, we receive fees or commissions where we refer you to external parties. We will disclose the referral arrangements to you whenever we refer you to an external party.

In some situations, we pay fees or commissions to external parties who have referred you to us. We will disclose the referral arrangements to you when we provide you with a SoA or RoA.

## **CONFLICTS OF INTEREST THAT MAY IMPACT OUR SERVICES**

Your financial adviser may provide advice on investments which they hold or may hold in their own personal portfolios.

We will disclose the size and nature of these holdings where there may be a conflict of interest with the advice that we provide.

## **PROFESSIONAL INDEMNITY**

We maintain Professional Indemnity insurance in accordance with s.912B of the Corporations Act 2001 (as amended). Subject to its terms and conditions, that insurance provides indemnity up to the Sum Insured for Heard Financial Pty Ltd, HeardWright Pty Ltd and our representatives or employees are also included in respect of our authorisations and obligations under our Australian Financial Services Licence.

This insurance will continue to provide coverage for any representative or employee who has ceased employment with us for any work done whilst they were engaged with us.

## **MAKING A COMPLAINT**

We endeavour to provide you with the best advice and service always.

If you are not satisfied with our services, then we encourage you to contact us.

Please call us or put your complaint in writing to our office.

If you are not satisfied with our response you can refer it to the Australian Financial Complaints Authority (AFCA). You can contact AFCA on 1800 931 678. This service is provided to you free of charge.

## **YOUR PRIVACY**

Heard Financial is committed to protecting your privacy. We have a Privacy Policy which sets out how we collect, hold, use and disclose your personal information.

We will collect personal information from you so that we can understand your personal situation and provide you with advice which meets your needs and objectives.

We will also collect information from you to meet our obligations under the Anti-Money Laundering and Counter-Terrorism Financing Act.

We will generally collect this information directly from you however in some cases we will seek your authority to collect if from other parties such as your accountant or your superannuation fund.

If you do not provide us with all of the information that we request, we may not be able to provide our services to you.

We will hold and use your personal information so that we can continue to provide our services to you.

We will only disclose your personal information to external parties where:

- The law requires us to do so
- You consent for us to do so

Our Privacy Policy contains further information on how we collect, hold, use and disclose your personal information. It also sets out how you can access the information we hold about you, how to have it corrected and how to complain where you are not satisfied with how we have handled your personal information. Our full Privacy Policy is available on our website.