



# FINANCIAL SERVICES GUIDE

VERSION 10, OCTOBER 2024

*OUR GUIDE TO ASSISTING YOU WITH YOUR FINANCIAL NEEDS*



## FINANCIAL SERVICES GUIDE (FSG)

### WHAT IS A FINANCIAL SERVICES GUIDE?

This Financial Services Guide ('FSG') helps you understand and decide if you wish to use the financial services that we are able to offer you. It provides you with information about the entities that may provide you with financial services:

- the Licensee's Corporate Authorised Representative - George Private Wealth Pty Ltd; and
- individual Authorised Representatives of the Licensee.

We collectively refer to Authorised Representative(s) in this FSG as "us, our, we". We are the providing entity and are the authorised representative(s) of the Licensee. Our authorised representative number is 1312152.

This FSG sets out the services we provide. It tells you:

- who we are and how we can be contacted;
- who the licensee is and how it can be contacted;
- what services and products we are authorised to provide to you;
- how we (and any other relevant parties) are paid; and
- how we deal with complaints.

### NOT INDEPENDENT

AMAFA, including our representatives, cannot be described as being independent, impartial or unbiased, as:

- We may receive commissions, volume-based payments, gifts or benefits which may influence the advice we provide; and
- We have an Approved Product List which limits the range of products we can recommend when providing advice to you.

We may provide you with personal advice that takes into account your needs, financial situation and circumstances. Where we provide you with personal advice, we will provide you with a Statement of Advice ('SOA'). The SOA outlines our advice and the basis on which the advice was given. It also outlines relevant information about us, our fees and charges associated with our advice. We are only able to provide personal advice about certain products as stipulated under the Licensee's Australian Financial Services Licence ('AFSL').

If we provide further personal advice after providing our initial advice, we may record this in a Record of Advice ('ROA'), instead of an SOA. You may request a record of the further advice that is provided to you, if you haven't already been provided with it. You can also contact us, using the details at the start of this FSG, within 7 years from when the advice is provided to request this record.

Occasionally we provide general advice. This is where we may express an opinion or recommendation influencing you in making a decision in relation to a financial product, but where we HAVE NOT considered your personal objectives, financial situation or needs. If we provide you with general advice, we will provide you with a warning that the advice may not be appropriate to your needs, financial situation or objectives. Additionally, we will provide you with an applicable Product Disclosure Statement ('PDS') (if one is available) which you should read before making a decision that the product is right for you.

When a financial product is recommended to you, you will be provided with a PDS issued by the product provider. The PDS contains information about the product to assist you in making an informed decision about the financial product. It will outline relevant terms, significant risks, and fees and charges associated with the product.

The Licensee has arrangements in place to maintain professional indemnity insurance. This insurance satisfies the requirements under s912B of the Act.

Please retain this FSG for your reference and any future dealings with us.

## WHO WILL BE PROVIDING THE FINANCIAL SERVICES TO YOU?

### THE LICENSEE

The Licensee is the authorising licensee for the financial services provided to you and is responsible for those services. The Licensee authorises, and is also responsible for, the content and distribution of this FSG.

The Licensee's contact details are as follows:

<b>Licensee Name:</b>	Australian Mortgage and Financial Advisers Pty Ltd t/a AMAFA ('AMAFA')
<b>AFSL Number:</b>	389206
<b>Address:</b>	182 Huntingdale Street, Pullenvale QLD 4069
<b>Website:</b>	<a href="http://www.amafa.com.au">www.amafa.com.au</a>
<b>Phone:</b>	(07) 3378 2056
<b>Email:</b>	<a href="mailto:info@amafa.com.au">info@amafa.com.au</a>

The Licensee's Authorised Representative who may provide services to you is listed below.

### AUTHORISED REPRESENTATIVE DETAILS

<b>Name:</b>	George Private Wealth Pty Ltd
<b>Address:</b>	PO Box 4135, Forest Lake, QLD 4078
<b>Website:</b>	<a href="http://www.georgeprivatewealth.com.au">www.georgeprivatewealth.com.au</a>

The individual authorised representative is:

<b>Name:</b>	Daniel George
<b>AR Number:</b>	343470
<b>Mobile:</b>	0489 028 500
<b>Email:</b>	<a href="mailto:daniel@georgeprivatewealth.com.au">daniel@georgeprivatewealth.com.au</a>

You can provide instructions to us by contacting us using the contact details above.

The Licensee and the Authorised Representatives listed in this FSG act on your behalf we provide financial services to you.

## WHAT SERVICES AND PRODUCTS ARE WE AUTHORISED TO PROVIDE TO YOU?

We are authorised to provide financial product advice and deal in the following financial products:

- Deposit and Payment Products – Non-Basic Deposit Products
- Investment Life Insurance products
- Life Risk Insurance products
- Managed Investment Schemes including IDPS<sup>1</sup>
- Retirement Savings Account Products
- Superannuation
- Government Debentures, Stocks or Bonds
- SMSF
- Securities

We are authorised to provide these services and products to both retail and wholesale clients.

There is an important difference between 'general advice' and 'personal advice'. If we provide you with 'general advice' it means that we have not considered any of your individual objectives, financial situation and needs.

If we provide you with 'personal advice' we will consider your individual objectives, financial situation and needs when making our recommendation to you.

We will only provide services to you, with your prior, informed consent. If you do not understand any of the information in this Financial Services Guide or have any other questions relating to the terms on which we will be acting, please contact us.

In providing our services, other financial matters may arise, however, we are not authorised to assist with any financial and product services except those explained above. You should seek specific advice from the appropriate professionals on other matters relevant to you.

## WHAT FEES AND COMMISSIONS ARE PAYABLE TO US?

Fees for providing you with our services are received by:

1. the Licensee (AMAFA); or
2. the individual authorised representative; or
3. the corporate authorised representative.

All fees described in this FSG include GST. 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, when providing a recommendation for a financial product or service your adviser may be remunerated by:

- An initial fee for service; or
- An ongoing fee for service; or
- A contribution fee or implementation fee; or
- Commission payments from product providers where applicable; or
- A combination of any of the above.

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<sup>1</sup> Investor Directed Portfolio Services



## SERVICE FEES

We will discuss and agree our fee structure with you before we provide you with services. The types of fees you can be charged are listed below. You may be charged a combination, or part of, any of these fees.

Type of Remuneration	Initial	Ongoing
Adviser Service Fee	\$0 to \$13,200; or 0% to 1.3%*	\$0 to \$13,200; or 0% to 1.3%*
SOA Preparation Fee	\$0 to \$5500	N/A
Implementation Fee	\$0 to \$5500	N/A
Contribution Fee	0% to 1.3%*	0% to 1.3%*
Hourly Rate	\$0 to \$550	\$0 to \$550
Investment Commission	N/A*	N/A*
Insurance Commission	0% to 66%^	0% to 22%^

\*based on a percentage of funds invested.

^based on a percentage of the premium.

## FEES FOR ADVICE

We may charge fees for the preparation, presentation and implementation of our advice. These fees will be based on your individual circumstances, the complexity involved in your situation, and the time it takes to prepare personal financial advice for you. We will discuss these fees with you and gain your agreement to the fees before we provide you with advice.

## ONGOING ADVICE FEES

We may charge a fee to provide ongoing portfolio reviews and/or for the provision of ongoing services. This fee will be agreed with you and is either a set amount or an amount based on the amount of funds under our advice, and/or the time involved in reviewing your portfolio and circumstances.

## COMMISSIONS

If you take out a financial product through us, AMAFA may receive payments in the form of initial commissions and/or ongoing commissions from the financial product providers. These commissions are included in the fees, premiums and interest rate (in the case of margin loans) you pay for the product. They are not an additional cost to you. We may agree to rebate some or all of these.

The commission payable for different classes of financial products include the following:

## EXAMPLES OF COMMISSIONS WE MAY CHARGE

### LIFE INSURANCE PRODUCTS

Initial and ongoing commissions from insurance providers may be received by AMAFA. These commissions are paid to AMAFA by the company that issues the product that we recommend to you, and they are included in what you pay for the product. The commissions vary and are based on the policy cost, which is the sum of the premiums you pay and may include other fees related to the product.

The initial commission is paid in the first year by the product issuer to AMAFA. Ongoing commissions are payments paid by product issuers to AMAFA in the years after the first year. These commissions may be passed onto the authorised representative.

If you initiate an increase to your cover, AMAFA may receive an initial commission and ongoing commissions on the increase to your policy cost. The ongoing commission on a client-initiated increase is only paid in respect of the period that starts from the first anniversary of the increase.

If the initial commission is equal to the ongoing commissions (as a percentage of your policy cost), AMAFA may receive up to 60.0% (excl. GST) of your annual policy cost. If the initial commission is higher than the ongoing commissions, the maximum commission that AMAFA may receive is set out in the table below:

Date a new product is issued	Initial commission (% of annual policy cost or increase excl. GST)	Ongoing commission pa (% of annual policy cost or increase excl. GST)
Before 1 January 2018 or before 1 April 2018 when the application was received prior to 1 January 2018	0 - 140%	0 - 38.5%
1 January 2018 - 31 December 2018*	0 - 80%	0 - 20%
1 January 2019 - 31 December 2019*	0 - 70%	0 - 20%
From 1 January 2020*	0 - 60%	0 - 20%

\* AMAFA may receive the pre-1 January 2018 commission rates above from the product issuer if:

- your policy was issued before 1 January 2018, and you exercise an option or apply for additional cover under your policy after 1 January 2018; or
- your policy was issued before 1 January 2018 and is replaced after 1 January 2018 to correct an administrative error.

### EXAMPLE

We recommend an insurance product to you, and it is applied for and issued on 2 February 2018. The annual policy cost is \$450. AMAFA may receive up to \$360 (80% excl. GST) as an initial commission and may pass up to \$360 to us. Assuming the policy cost stays the same each year, AMAFA may receive up to \$90 pa (20% excl. GST) as an ongoing commission and may pass up to \$90 pa to us.

From 2 April 2020, you decide to increase your insurance cover. The cost of this increased cover is \$100. The initial commission payable to AMAFA in respect of this increase will be \$60 (60% excl. GST). The ongoing commission payable to AMAFA in respect of this increase will be \$20 pa (20% excl. GST), payable in respect of the period starting from the first anniversary of the date on which you increased your insurance cover (i.e. 2 April 2021). These commissions may be passed onto us.

You'll find details of how your insurance policy cost is calculated in the relevant PDS that we provide you. Where personal advice is provided to you, you'll also find details of the commission that AMAFA and we are entitled to receive, if you decide to purchase a life insurance product, in your SOA or ROA.

## HOW ARE WE AND THIRD PARTIES REMUNERATED?

AMAFA receives a flat fee and/or percentage of the Adviser's remuneration for the provision of services required under its Australian Financial Services License. Commissions paid to AMAFA by financial service providers are remunerated to our Authorised Representatives and/or CARs, after a deduction of applicable fees.

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 detailed information concerning any referral fee in your SOA or other relevant document.

You may request more details about the way these people or entities are remunerated within a reasonable time after receiving this document and before any financial services are given to you. If remuneration or other benefits are calculable at the time personal advice is given, it will be disclosed at the time that personal advice is given, or as soon as practicable afterwards. If remuneration is not calculable at that time, a statement of how the remuneration is calculated will be given to you at the time the advice is given, or as soon as practicable afterwards.

By using or continuing to use our services, you agree that:

1. All fees and charges received by us as described in this FSG (other than third party fees and charges) are a benefit given to us by you, in exchange for the services provided by us.
2. We do not charge asset-based fees where you are investing using borrowed money.
3. You understand, consent to, authorise and direct us to charge you in this way.

## WHAT ARRANGEMENTS MAY INFLUENCE OUR ADVICE TO YOU?

We are generally only permitted to recommend products provided by platform providers on the Approved Product List. However, we can recommend other products to you where it suits your objectives, financial situation and needs.

From time to time, we may accept alternative forms of remuneration from product providers or other parties, such as hospitality or support connected with our professional development (e.g. training or sponsorship to attend conferences). We maintain a register detailing any benefit we receive which is valued at between \$25 and \$300, and other benefits that relate to information technology, software or support provided by a product issuer, or that relate to educational and training purposes. A copy of the register is available on request for a small charge.

## WHAT SHOULD YOU DO IF YOU HAVE A COMPLAINT?

If you have a complaint, you can contact us and discuss your complaint.

Please contact the Complaints Manager of our Licensee using any of the contact details at the start of this FSG. We will try and resolve your complaint quickly, fairly and within prescribed timeframes.

If the complaint cannot be resolved to your satisfaction within 30 days, you have the right to refer the matter to the Australian Financial Complaints Authority (AFCA). AFCA provides a fair and independent financial services complaint resolution that is free to consumers.

**Website:** [www.afca.org.au](http://www.afca.org.au)

**Email:** [info@afca.org.au](mailto:info@afca.org.au)

**Telephone:** 1800 931 678 (free call)

**In writing to:** Australian Financial Complaints Authority  
GPO Box 3, Melbourne VIC 3001

## COMPENSATION ARRANGEMENTS

We have arrangements in place to maintain adequate professional indemnity insurance as required by s912B of the Act. This insurance provides cover for claims made against us and our representatives, including claims in relation to the conduct of representatives who no longer work for us but who did so at the time of the relevant conduct.



## ADVISER PROFILE

I am sub-authorised to provide the financial services described in this FSG by George Private Wealth Pty Ltd, Corporate Authorised Representative No. 1312152 of Australian Mortgage and Financial Advisers Pty Ltd ('AMAFA'), Financial Services License No. 389206.

**Address:** PO Box 4135, Forest Lake, QLD 4078

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

I am authorised to provide the financial services described in the FSG by:

**Licensee Details** Australian Mortgage and Financial Advisers ('AMAFA')

**AFSL number:** 389206

**Address:** 182 Huntingdale Street, Pullenvale QLD 4069

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

**Phone:** (07) 3378 2056

**Email:** [info@amafa.com.auss](mailto:info@amafa.com.auss)

## WHO IS YOUR FINANCIAL ADVISER?

Your Financial Adviser is Daniel George.

In this document, the terms, 'I', 'me', 'us', 'we' and 'our' refers to George Private Wealth Pty Ltd. The term 'licensee' refers to AMAFA.

My Authorised Representative number is 343470.

You can provide instructions to me by using the contact details below:

**Mobile:** 0489 028 500

**Email:** [daniel@georgeprivatewealth.com.au](mailto:daniel@georgeprivatewealth.com.au)

## WHAT EXPERIENCE, QUALIFICATIONS AND PROFESSIONAL MEMBERSHIPS DOES YOUR FINANCIAL ADVISER HAVE?

- Bachelor's Degree (Business)
- Diploma and Advanced Diploma of Financial Services



## **DOES YOUR FINANCIAL ADVISER HAVE ANY ASSOCIATIONS OR RELATIONSHIPS?**

I have an association with George Private Wealth as a Director. Fees and commissions are paid to George Private Wealth by AMAFA for distribution to me.

## **WHAT AREAS IS YOUR FINANCIAL ADVISER AUTHORISED TO PROVIDE ADVICE ON?**

I am authorised by AMAFA to provide financial services, including advice or services, in the following areas:

- Deposit and Payment Products – Non-Basic Deposit Products
- Investment Life Insurance products
- Life Risk Insurance products
- Managed Investment Schemes including IDPS
- Retirement Savings Account Products
- Superannuation
- SMSF

Please ask me if you would like a referral for any other services. If I receive a specific fee for this referral, it will be disclosed in an advice document such as a Statement of Advice ('SOA'), if I provide you with personal advice.



**Australian Mortgage and Financial Advisers Pty Ltd t/a AMAFA**

**ABN: 26 088 464 939**

**Australian Financial Services Licensee No.: 389206**

## **FINANCIAL SERVICES GUIDE VERSION 10 ('FSG') ACKNOWLEDGEMENT OF RECEIPT**

*Note: To be signed and kept on file.*

### **DECLARATION**

**I / We acknowledge receipt of the Financial Services Guide Version 10.**

**NAME:**

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**DATE:**

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**SIGNATURE:**

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**NAME:**

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**DATE:**

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**SIGNATURE:**

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