

# Financial Services Guide

VERSION 10 - 09/12/2011

## Who is Count Financial Limited?

Count Financial Limited was established in 1980 and has since developed into Australia's largest network of financial advisers who are also accountants.

Late in 2011 Count became a wholly owned, but non-guaranteed subsidiary of the Commonwealth Bank of Australia, one of Australia's largest financial services organisations.

Count holds an Australian Financial Services Licence (No. 227232) enabling its advisers to provide advice on a wide range of financial products and services detailed within this document.

Your financial adviser will provide financial planning services to you as an Authorised Representative of Count. Your financial adviser acts on behalf of Count which means Count is responsible for the services described within this Financial Services Guide (FSG).

Count is a professional partner of the Financial Planning Association of Australia and a full member of the Financial Services Council. As such we adhere to their high professional standards.

## Contact Details

Count Financial Limited  
ABN 19 001 974 625  
Level 19, 1 Alfred Street  
Sydney NSW 2000  
Ph: 1800 026 868  
www.count.com.au



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## The purpose of this Financial Services Guide

Our Financial Services Guide (FSG) is an important document designed to provide you with information regarding the advice and services Count Financial Limited can provide.

Our aim is to provide advice and financial services which meet your needs and provide you with the security of knowing that you have a plan in place for your future. The information in this FSG will assist you in deciding whether to take advantage of the financial services offered by Count Financial Limited.

Our FSG also contains other important information about Count Financial Limited and an outline of the services provided by the broader Count group. In particular, this FSG contains information about:

- the fees, commissions, charges and other benefits that may be paid to Count Financial Limited, our Authorised Representatives, related entities and associates;
- associations and relationships that might influence the advice provided to you;
- the collection and handling of your personal information; and
- the receipt and handling of complaints and concerns.

Your financial adviser will operate under one of Count's franchisees. Our franchisees are appointed

Corporate Authorised Representatives and nominate the advisers that Count authorises for the purpose of providing financial advice.

When you come to Count for financial planning advice you can be assured that our financial advisers are skilled in the provision of financial advice and services.

Our advisers all meet minimum education, training and skill standards with access to teams of specialists in technical support, investment research and product solutions. The strength of the specialist teams on which our advisers can call at any time, means you have access to the latest strategies and a diverse range of quality investment products.

While you retain the freedom to make the decisions that you feel most comfortable with, you can rely on your Count Financial Adviser to present proven strategies to you and provide professional advice to guide you in making sound decisions. As circumstances change, it is important to review your long-term financial plan.

You must read this document in conjunction with the Financial Adviser's Profile (FSG Part 2) which gives you more detail about your financial adviser and the franchise for which they work. Only when read together do these documents form the full Financial Services Guide.

# Financial services and products offered

Having access to a comprehensive range of products and services ensures your financial adviser can provide a tailored financial solution just for you.

## The services we can provide

Count Financial Advisers are able to provide advice in the following areas:

1. basic deposit products;
2. life insurance;
3. government debentures, stocks and bonds;
4. managed investment schemes;
5. securities;
6. superannuation; and
7. standard margin lending.

## The products we can recommend

Based on the above authorities, examples of the types of products that Count Financial Advisers are able to provide advice on include:

1. savings accounts and term deposits;
2. life/TPD/trauma/income protection/business overheads insurance;
3. treasury bonds and notes;
4. managed funds and pooled investments;
5. listed shares and exchange traded funds;
6. retail superannuation funds, self-managed superannuation funds and retirement savings accounts; and
7. margin loans.

## Services for which Count is not responsible

Count is only responsible (together with your adviser) for services offered by your adviser as a Count Authorised Representative and not in any other capacity, including as an accountant or tax agent such as:

- taxation advice and services such as completing tax returns;
- accounting and audit services;
- self Managed Super Fund compliance and administration services;
- business or legal advisory services and referrals;
- advice on unlisted or private companies and investments, private development funds, franchises, high yield debentures, direct property, property syndicates, solicitor's or other mortgage schemes, derivatives, general insurance or direct international share holdings;
- any other services not provided as a franchisee of Count.

In all your dealings with your adviser you must satisfy yourself as to who is responsible for the advice or service. If you require further clarification please contact Count Head Office on 1800 026 868.

## Approved Products

Count conducts both its own due diligence and uses independent research providers such as Lonsec to select a range of high quality products worthy of recommendation to our clients. While other products may also be suitable to your needs, your adviser will generally only provide advice on products on the Count Approved Product List (APL).

## Advice Documents

You may receive the following documents when your financial adviser provides financial services to you:

### Statement of Advice (SoA)

If your adviser provides personal advice tailored to your personal circumstances and needs you will receive a SoA. The information contained in the SoA will help you make an informed decision in relation to the advice provided. It also sets out the advice, the reasons for the advice and details about any remuneration payable.

### Record of Advice (RoA)

If you were previously issued with a Count SoA, certain circumstances may allow the provision of further advice without the need for another SoA. Where this is the case, you are entitled to request a RoA within 7 years after the advice was provided. The RoA can be requested from your adviser and will detail the further advice and the basis of those recommendations. Additionally, in certain circumstances where you are provided advice on a small investment balance or strategy advice only, you may be issued with a RoA. Your adviser is required to provide you with a copy of the RoA in this circumstance, which will outline the advice, the reason for the advice, and details about any remuneration payable.

### Product Disclosure Document (PDS)

You will receive a PDS if your adviser recommends a financial product or offers to arrange the issue of a financial product on your request. The PDS contains information about a financial product's features, fees, benefits and risks.

## Non-advisory transactions

At times you may wish to make an investment transaction and do not need assistance from us with any decisions in relation to the product or transaction. In these cases, we can take your instructions and arrange for the transaction to be completed, without providing personal advice.

If you wish to proceed without advice from us we will ask you to confirm your instructions in writing and sign an acknowledgment form. Any assistance we provide to complete your transaction should not be taken as a recommendation or endorsement of the product or transaction.

# Fees and remuneration received

The cost of any services to you will depend on the nature and complexity of the service provided.

## Payment Options

We will agree with you the form and amount of charges before we provide any advice or services. Our payment methods include:

- financial planning advice fees; and/or
- commissions.

The methods are explained below and the actual costs will be disclosed in our written advice to you or in the acknowledgment form completed when a transaction is requested. You have the right to request further information in relation to the remuneration, the range of amounts or rates of remuneration received by Count and/or its representatives.

### Financial Planning Advice Fees

The fees charges for our advice and service may be based on:

- a dollar amount;
- a percentage of the amount invested;
- an hourly rate; or
- a combination of some or all of the above.

Our financial planning advice fees may include charges for:

- providing you with a Statement of Advice;
- providing you with ongoing advice and service; or
- other fees - for example, a fee for a transaction.

You may choose to pay these fees directly or from the product(s). Further details on fees are provided in your Financial Advisers Profile.

### Commissions

Commissions may be paid by the organisations issuing the financial products we recommend, the amount varies depending on the product:

- for investments up-front commission is a percentage deducted by the product provider from initial investments;
- for investments ongoing commission is a percentage of the value of ongoing investment balances and is calculated at the end of each month;
- for insurance products, a percentage of the premium you pay;
- for loan products, a percentage of the outstanding loan amount.

If a direct fee is charged, your adviser may rebate some or all of the above commission.

## Relationships

### Count's Relationship with the Commonwealth Bank Group

Count is a wholly owned, but non-guaranteed subsidiary of the Commonwealth Bank of Australia (CBA) ABN 48 123 123 124. As such Count has associations with the following entities within the CBA Group:

- Commonwealth Bank of Australia;
- The Colonial Mutual Life Assurance Society Limited (CMLA) trading as CommInsure;
- Colonial First State Investments Limited;
- Commonwealth Securities Limited (CommSec);
- Avanteous Investments Limited;
- Acadian Asset Management (Australia) Limited;
- Realindex Investments Pty Limited;
- BWA Managed Investments Ltd; and
- Bank of Western Australia Ltd.

### Fees we pay for referrals

If you have been referred to us by a third party we may pay the referrer a fee. The franchisee and/or your adviser may also receive a benefit for referring you to third parties for specialist services. If applicable, further details will be disclosed in your Financial Adviser's Profile and Statement of Advice.

### Fund Manager Payments

Count may receive payments from financial institutions based on the average balance of all funds placed by Count Advisers in each relevant institution's investment option(s). These payments are not shared with the franchisee or your adviser. Any amount to be paid and the method of calculating the benefit will be disclosed at the time the advice is provided.

## Other Incentives

### Fee rebate or waiver

The franchisee and/or your financial adviser may also receive fee waivers, fee subsidies and/or fee reimbursements. These fees are for the provision of support services provided by Count to the franchisee and include such items as annual membership fees, software and data service fees, paraplanning fees and the travel and accommodation costs associated with attending conferences and training events.

### Alternative remuneration

Count and your adviser may also receive indirect benefits from product issuers for the services provided to you in relation to their products. Count and your adviser each maintain a register of any benefits received that exceed \$300 in value. You can see a copy of either of these registers by asking us.

### Professional Development Conference Sponsorship

Count Financial Limited may receive conference sponsorships from various product providers. These sponsorship fees help Count offset the organisational and running costs of its conferences which serve as a valuable training tool for our financial advisers.

# Complaints, privacy and compensation arrangements

We always strive to provide quality advice and service and welcome any feedback that allows us to continue to improve our services.

## What to do if you have a complaint

Count Financial Limited is committed to resolving your concerns. If you are not fully satisfied with any part of the service or advice for whatever reason, you should take the following steps:

### Step 1: Your financial adviser

If you have a complaint about the advice or services provided to you, then contact your adviser using their contact details in the Financial Adviser Profile. Most complaints can be resolved quickly and fairly at this stage.

### Step 2: Complaints Manager

If not satisfactorily resolved within 5 business days, please lodge a complaint with:

**Attn:** Complaints Manager  
Count Financial Limited  
GPO Box 3323  
Sydney NSW 2001

**Email to:** [reportcomplaints@count.com.au](mailto:reportcomplaints@count.com.au)

**Ph:** (02) 8272 0288

**Fax to:** (02) 9241 7342

### Step 3: Financial Ombudsman Service (FOS)

If a satisfactory outcome is not reached within 45 days you have the right to make a complaint, free of charge, to the Financial Ombudsman Service (FOS).

**Attn:** Financial Ombudsman Service (FOS)  
GPO Box 3,  
Melbourne, Victoria 3001

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

**Phone:** 1300 780 808

**Fax to:** (03) 9613 6399

Information about your rights can also be obtained from the Australian Securities and Investments Commission on 1300 300 630.

If your concerns involve unethical conduct, you may wish to consider raising these concerns with the Financial Planning Association of Australia (FPA). They can be contacted at PO Box 109 Collins St Melbourne VIC 8007.

## Count's compensation arrangements

Count Financial Limited holds a Professional Indemnity Insurance Policy, which complies with the requirements for compensation arrangements under the Corporations Act. This insurance is subject to terms and exclusions and generally covers claims arising from the actions of current or former employees or Authorised Representatives of Count Financial Limited.

You do not have a direct right to claim under this insurance. Rather, this insurance has been obtained to ensure sufficient resources will be available to meet claims against Count Financial Limited.

## How we handle personal information

### Privacy considerations

Count Financial Limited recognises that your privacy is paramount. We are bound by, and committed to supporting the National Privacy Principles set out in the Privacy Amendment (Private Sector) Act 2001.

Information acquired by Count in the course of providing services will not be disclosed to other parties without your express consent, except as required by law or professional obligation.

To learn more about how we collect and use your personal information (for marketing and other purposes) and respect your privacy, see the Count Privacy Policy Statement at [www.count.com.au](http://www.count.com.au).

If you wish to review your personal information held by Count please contact us on 1800 026 868 or email [privacy@count.com.au](mailto:privacy@count.com.au).

### Anti-Money Laundering / Counter-Terrorism Financing

Count Financial Limited has an obligation under the Anti-Money Laundering and Counter-Terrorism Financing Act to verify your identity before we can provide you with any financial services.

Your adviser will let you know what documentation you will need to present to satisfy the customer identification requirements and meet our legal obligations.

## The next step

Please confirm with your financial adviser if you wish to proceed to the next step, which involves us providing you with a tailored financial solution. We look forward to working with you and establishing an ongoing relationship that assists you in achieving your needs and financial goals.

# Financial Adviser Profile

This profile is part of your Financial Services Guide and should be read in conjunction with this document.

## WLF Financial Services

**Authorised Representative Number:** 344514

WLF Financial Services (ABN: 27 199 407 750) is an Authorised Representative of Count Financial Limited. Our firm's advisers listed below will provide the financial services set out in this guide, in their capacity as Authorised Representatives.

### Our Contact Details:

Address: Level 1, 160 Collins Street, HOBART TAS 7000

Mail: GPO Box 1083, HOBART TAS 7001

Phone: (03) 6223 6155

Fax: (03) 6223 8993

Email: [email@wlf.com.au](mailto:email@wlf.com.au)

Web: [www.wlf.com.au](http://www.wlf.com.au)

## Douglas Thomson

**Authorised Representative Number:** 231652

Douglas is an Authorised Representative of Count and a Partner of WLF Financial Services, and receives a Partner's salary.

Douglas has had experience in the provision of accounting and taxation advice since 1979 and has been providing financial planning advice since 1996. Douglas attained a Bachelor of Commerce degree from the University of Tasmania in 1987, became a member of the Institute of Chartered Accountants in Australia in 1990 and holds a Certificate of Financial Planning Specialist as issued by the Institute of Chartered Accountants. He is also a Fellow of the Taxation Institute of Australia and has been so since 1990.

Douglas is authorised to provide the services listed in this financial services guide.

**How to Contact me:** [douglas.thomson@wlf.com.au](mailto:douglas.thomson@wlf.com.au) or (03) 6223 6155

## Stuart Clutterbuck

**Authorised Representative Number:** 231654

Stuart is an Authorised Representative of Count and a Partner of WLF Financial Services and receives a Partner's Salary.

Stuart has had experience in the provision of accounting and taxation advice since 1988 and has been providing financial planning advice since 1999. Stuart attained a Bachelor of Commerce degree from the University of Tasmania in 1988. In addition Stuart is a Fellow of the Institute of Chartered Accountants in Australia (ICAA) and a Fellow of the Taxation Institute of Australia.

Stuart is authorised to provide the services listed in this financial services guide.

**How to Contact me:** [stuart.clutterbuck@wlf.com.au](mailto:stuart.clutterbuck@wlf.com.au) or (03) 6223 6155

## Dean Johnson

**Authorised Representative Number:** 278656

Dean is an Authorised Representative of Count and a Partner of WLF Financial Services and receives a Partner's Salary.

Dean has had experience in the provision of accounting and taxation advice since 1994 and has been providing financial planning advice since 2004. Dean attained a Bachelor of Commerce degree from the University of Tasmania in 1998. He has a Diploma in Financial Services. In addition, Dean is a member of the Institute of Chartered Accountants in Australia.

Dean is authorised to provide the services listed in this financial services guide.

**How to Contact me:** [dean.johnson@wlf.com.au](mailto:dean.johnson@wlf.com.au) or (03) 6223 6155

## Paul Lyons

**Authorised Representative Number:** 293667

Paul is an Authorised Representative of Count and a Manager of WLF Financial Services, and receives a salary only.

Paul has had experience in the provision of accounting and taxation advice since 2002 and has been providing financial planning advice since 2005. Paul attained a Bachelor of Commerce degree majoring in Accounting and Marketing from the University of Tasmania in 2001. In addition Paul has a Diploma in Financial Services. He is also a member of the Institute of Chartered Accountants in Australia and a Fellow of the Taxation Institute of Australia.

Paul is authorised to provide the services listed in this financial services guide.

**How to Contact me:** [paul.lyons@wlf.com.au](mailto:paul.lyons@wlf.com.au) or (03) 6223 6155

Megan is an Authorised Representative of Count and a Financial Adviser of WLF Financial Services, and receives a salary only.

Megan has had experience in the financial services industry since 2005 and has been providing financial planning advice since 2010. Megan attained a Bachelor of Commerce degree majoring in Accounting and Finance from the University of Tasmania in 2006. In addition Megan has a Graduate Diploma in Applied Finance majoring in Financial Planning from Kaplan. She is also an Associate Member of the Financial Services Institute of Australasia (FINSIA).

Megan is authorised to provide the services listed in this financial services guide.

**How to Contact me:** [megan.smith@wlf.com.au](mailto:megan.smith@wlf.com.au) or (03) 6223 6155

## Advice Preparation and Implementation fee

Prior to the provision of personal advice we will agree upon a preferred payment option for both parties. Below is a summary of our available payment options that can be combined to pay for our services. These payment options include:

### Time Based Charging

- i) The fee for the preparation and implementation of our advice is calculated based upon the time we spend developing the plan. Our hourly rates range from \$104.50 to \$319.00 per hour (incl. GST).

Price can vary depending on scope and complexity and we will provide you with an estimate of the overall cost. If extra charges apply, then we will inform you before proceeding with any work.

### Service Based Charging

- ii) The fee for the preparation and implementation of our advice is calculated based upon a fixed price agreement. This fixed dollar amount will vary based upon the complexity of advice being provided and agreed upon prior to commencement.

### Asset Based Charging

- iii) The fee for the preparation and implementation of our advice is calculated as a percentage of the dollar amount invested or premium amount paid. Our minimum fee for this is \$1,100.00 (incl. GST) and the maximum fee is calculated based upon fee schedule 1 and/or fee schedule 2 below.

#### Schedule 1 (investments)

Maximum initial fee*	Investment amount	Average portfolio charge
4.40%	first \$50,000	\$2,200 on \$50,000
2.75%	next \$50,000	\$3,575 on \$100,000
2.20%	next \$100,000	\$5,775 on \$200,000
1.65%	next \$100,000	\$7,425 on \$300,000
1.10%	next \$700,000	\$15,125 on \$1 million
0.55%	over \$1 million	

\* Fees on tax effective products are capped at 4.4% with any excess refunded back to you.

#### Schedule 2 (insurance)

Commission Structure	Upfront Amount	Ongoing Amount
Level	Up to 33%	Up to 33%
Hybrid	Up to 85%	Up to 25%
Upfront	Up to 124%	Up to 18%
Stepped	Up to 95%	Up to 20%

Should you decide not to implement our recommendations, the fee for the preparation of the Statement of Advice will be payable in full.

Count may retain a portion of fees and commissions received from the providers of the underlying products. Where this applies all fees and commissions will be disclosed in your Statement of Advice.

#### Supplementary service fees

For supplementary services, such as the provision of general research material or the completion of administrative tasks our fee will be calculated on a time basis of up to \$319.00 per hour.

#### Ongoing service fees

Our ongoing advice fees vary depending on scope and complexity and range from \$104.50 to \$319.00 (incl. GST) per hour unless otherwise agreed. The exact cost of the ongoing review service will depend on the review offering we recommend and this will be disclosed within the advice document we provide to you.

Should you require any additional services outside of any agreement between you and your adviser, an amount of up to \$319.00 per hour, may be applied.

Count may retain a portion of fees and commissions received from the providers of the underlying products. Where this applies all fees and commissions will be disclosed in your Statement of Advice.

#### Non-advisory implementation fees

**Managed funds:** A fee of \$150 per investment transaction (excluding any non-rebateable component of fund manager fees) will be applied, plus any applicable ongoing commission paid by the product provider.

**Share transactions:** A fee of 1.5% (includes both adviser and broker charges) of the amount to be invested will be applied, subject to a minimum adviser fee of \$150.

**Wealth Protection:** A fee of up to 124% of first year's premium may be applied, plus any applicable ongoing commission paid by the product provider.

#### Referral arrangements

We have a referral arrangement in place with the providers detailed below. If you use the services of these providers I will receive the corresponding fee disclosed in the below table for the referral of your business. This will be paid for by the relevant provider and is not an additional cost to you.

Referral Arrangement	Description of Referrer	Payment Made to Adviser
<b>Curo Financial services</b>	Curo Financial Services is a Member of Count and provides wealth protection solutions to clients.	Any commission received will be split 51% to Curo Financial Services, 34% to WLF Financial Services and 15% to Count Financial Limited.
<b>finconnect</b>	finconnect provides lending and financing solutions clients. These services will either be provided by a finconnect lending managers or a loan writer at another Count Firm.	Any upfront commission received will be split 30% to the lending manager, 30% to finconnect and 40% to WLF Financial Services  Any ongoing commission received will be split 10% to the lending manager, 30% to finconnect and 60% to WLF Financial Services
<b>Pacific East Coast Property</b>	Pacific East Coast Property is one of Australia's leading sources of property investments. They can assist clients that may be interested in investing in direct property.	A referral fee of 2% (plus GST) of the purchase price is paid to WLF Financial Services. This is paid in two instalments 50% on exchange of Contract and the remainder at settlement. In addition 1% of the purchase price is paid to Count Financial Limited, and will contribute to our firm's annual revenue contribution to Count.

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		These fees are paid by Pacific Eastcoast and are not an additional cost to you.
<b>Special Risk Managers</b>	Special Risk Managers (SRM) is Member of Count and provides advice to clients suffering serious medical conditions.	Any commission received will be split 85% to Special Risk Managers, 15% to Count Financial Limited.  SRM will then pay to WLF Financial Services 25% of the first years commissionable premium.

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## ACKNOWLEDGEMENT OF RECEIPT

Please sign below to acknowledge that you have received and understood the contents of the Financial Services Guide Version 10.1:

**Full Name:**

**Client signature(s):**

**Date:**

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