



FINANCIAL SERVICES GUIDE

VERSION NO: 8 Dated: 15/12/2010

Important Document:

At Security National Financial Services (Security National) we aim to make you feel totally at ease with the services we offer. Our Financial Services and Credit Guide (FSG), is designed to answer frequently asked questions and to assist you in deciding whether or not to use any of the services offered in the Guide. It provides you with information about:

- who we are and how we can be contacted
- the products and services we are authorised to provide you
- documents you may receive from your adviser
- financial services we are authorised to provide
- how we are remunerated
- the relationship between Security national and your adviser
- any potential conflicts of interest
- our internal and external complaints handling procedures
- the compensation arrangements we have in place
- privacy

Our contact details:

Security National Financial Services Pty Ltd

ABN 54 007 375 420

An Australian Financial Services Licensee

Licence Number: 244565

Credit License Number: 244565

Address: Level 2, 608 St Kilda Road Melbourne VIC 3004

Postal Address: PO Box 6160 St Kilda Rd, Central Melbourne, VIC 3004

Phone: 03 9510 5400

Fax: 03 9510 5405

www.secnat.com.au

This document and your adviser's Supplementary FSG give you information about your Australian Financial Services License and Credit License, your adviser and the services that we offer. It is a requirement that we hand you this document for your perusal prior to providing you with any of our financial services.

Our Vision

In today's competitive environment, business relationships are founded on professionalism, integrity and exceptional client service. These are the principles upon which Security National is founded. In our dealings with clients, Security National and its Representatives aim at all times to be professional, honest and provide excellence in service.

Who are we?

Established in 1991, Security National is a privately owned company with no affiliations to life offices or fund managers. With experienced and professional advisers providing quality financial services, Security National is able to deliver solutions in a wide range of areas relevant to financial planning including the following:

- Financial Planning
- Superannuation & Retirement Planning
- Estate Planning (arrangement and referral)
- Risk Management
- Social Security
- Gearing Strategies
- Personal Portfolio Monitoring
- Tax Effective Strategies
- Personal Budget Planning
- Personal Wealth Creation
- Direct Investments
- Life Insurance Advice
- Facilitate share trading
- Salary Packaging Advice
- Redundancy Packaging
- Finance, Homes Loans, Car leases, Commercial loans

Security National is an Australian Financial Services Licensee and is authorised to provide financial services including the provision of advice on a range of financial products as detailed on page 4.

We offer personalised ongoing services such as financial plan reviews, portfolio monitoring and client newsletters/seminars. Security National is distinguished by its commitment to personal service. Whether you've previously received financial services advice or not, Security National can help you develop solutions tailored to your circumstances. Security National is a Principal member of the Financial Planning Association of Australia Limited.

Security National holds **Professional Indemnity Insurance** for the activities conducted under our AFS and Credit Licenses as required by the Corporations Act 2001 (Cth) and National Consumer Credit Protection Act 2009 with a Limit of Liability of \$3 500,000 any one claim and \$7,000,000 in the aggregate. Life Insurance is included in the above policy. Representatives are liable to hold and retain cover should they cease to work for us, but this cover maintains run-off for past and present insured's (as long as the policy is current).

Key information is provided in answer to the following questions. If you need more information or clarification, please ask us.

Q. Who is my Financial Adviser?

A. Your adviser is an authorised representative of Security National. All information about your adviser including name, authorisation, qualifications, experience and other details are contained in the Supplementary FSG attached at the end of this guide.

Q. Who is responsible for the services I receive?

A. Security National is responsible for the services provided to you by our authorised representative, (or your adviser). Your adviser is a competent and experienced professional who will work with you to provide services including advice that is appropriate for your needs and circumstances. Your adviser will be acting on behalf of Security National when recommending solutions to suit your needs.

Q. What is the purpose of this FSG?

A. This document gives you information about Security National. It also contains details of the services we offer, our remuneration arrangements and potential conflicts of interest. It also outlines what to do if you have a complaint about our services and how we protect your personal information.

It must be read in conjunction with your financial adviser's Supplementary FSG outlining their qualifications, experience, contact details, authorisations and specific remuneration arrangements. If you'd like more information or clarification, please don't hesitate to contact us.

When we initially meet with you, you will also be asked to fill out a Client Data Collection form which, along with comprehensive discussions with your adviser, will form the basis for the advice given to you. Not completing these forms may result in advice that may not be appropriate for you. Unless our adviser has full knowledge of your personal objectives, current financial situation, needs and other relevant information, his advice may be limited and not appropriate for your circumstances. This information will be kept strictly confidential.

Should we provide you with advice and services, you must also be provided with other documentation including Statements of Advice (SoA) or Product Disclosure Documents (PDS).

- A SoA is a record of our recommendations that outlines the scope and basis of our advice, including the information on which we've relied, and clearly details any fees, relationships or other relevant factors that may have influenced our advice. This will be prepared for you initially with our original advice and its basis. Any subsequent or further advice may be provided in other documents (an SoAA - Statement of Additional Advice or RoA - Record of Advice) or may be provided to you verbally depending on the circumstances.
- RoA (Record of Advice) will be provided where an SoA has already been given and additional related advice is required. This will take into account your relevant personal circumstances. You may receive this in written form or it will be kept on your file for seven years. Our practice is to send you a copy for your records. If there have been any *significant* changes to your circumstances or objectives we will need to prepare a new SoA or Statement of Additional Advice (SoAA) as appropriate. Please advise us of any changes you think necessary.
- A PDS is designed to assist you in making an informed decision about financial products. Should your adviser make a recommendation to you about a particular product or offer to arrange the issue of a product, you will receive a PDS. It contains details of "cooling-off" periods and remuneration details.

It is important to receive and fully understand your SoA/SoAA and PDS before you commit to any recommendations made to you. If you have not been provided with these documents, please consult with your adviser, or alternatively please contact us and we shall endeavour to provide you with these documents.



Q. What financial services are available to me?

A. Security National holds an Australian Financial Services Licence that allows us to deal in and provide advice for a broad range of financial products (listed below). Our approved portfolio of products is sourced from a variety of institutions and is selected according to external research results, quality and value for money and most importantly, our clients' needs.

- Deposit and Payment products
- Derivatives limited to old law securities options, contracts and warrants.
- Government debentures, stocks and bonds
- Life products including Annuities, Life insurance, Term, Income Protection, Trauma, Death & Total and Permanent Disability products.
- Managed investment schemes including unit trusts, investment bonds, property trusts, growth funds, balanced funds, indexed funds.
- Retirement Savings Account products
- Securities (Shares)
- Superannuation products and Self Managed Superannuation

As we are not permitted to provide legal or specialist taxation advice nor advice in relation to general insurance products we may guide you to seek external advice to meet those needs and objectives. If we have arrangements in place with external parties whereby we pay or receive benefits as a result of receiving or making referrals this will be disclosed to you verbally and in the SoA/SoAA provided to you or documentation retained on file in support of our advice. This is not an additional cost to you.

Your adviser may be authorised by Security National to provide only some of these services and act only in respect of some products. Their Supplementary FSG will set out the extent of their authorisations as well as their qualifications and experience.

Q: How can I provide instructions to you?

A. You may specify how to deliver instructions to your adviser. For example you are able to give your adviser instructions by telephone, fax or other means.

Q. What levels of ongoing service are available to me?

A. Depending on your requirements, Security National can provide different levels of service. This may range from advice on a particular product class only to the preparation of a comprehensive SoA. Your adviser will explain the available levels of service together with the associated risks and fee options to enable you to decide the type of service you require.

Based on your circumstances your adviser will recommend an appropriate level of ongoing service. You are able to tell your adviser how often you would like them to undertake a review of your financial situation. Security National recommends that reviews should be undertaken at least every 12 months.

Q. Will the advice I receive be appropriate for my personal circumstances?

A. Yes. Before your adviser recommends any investment solutions they will need to understand your personal circumstances including your individual investment objectives, financial situation and needs. Of course, you have the right not to share this information with your Adviser. In this case they may not be able to advise you at all or, if they do, are required to warn you of the possible consequences of not having all your information (eg the scope of the advice will be limited and may not address all of your

needs and circumstances). You should consider any warning provided within the SoA (or otherwise given) carefully.

Q. What should I know about any risks associated with the solutions recommended?

A. Your Adviser will explain any significant risks associated with recommended solutions, as well as the risks associated with not acting on the recommended solutions. If they don't, you should ask them to explain the risks to you. The SoA/SoAA and/or PDS provided will contain important information. Please be aware there are inherent risks associated with investing in financial markets.

Q. What are the costs associated with the services?

A. Security National has a flexible fee structure. The following types of remuneration (all explained below) may apply depending on the complexity of your financial requirements and our agreement with you. **Security National pays 100% of all fees and brokerage to advisers.** From this they pay fixed fees to us which cover the services we must provide them as their licensee.

- 'Plan fee',
- 'Initial fees for service and/or initial brokerage' and/or
- "Ongoing service fees and/or ongoing brokerage".

All fees and charges will be discussed and disclosed to you prior to the commencement of any work and will be detailed in the SoA/SoAA or alternatively disclosed to you as appropriate and in accordance with current regulatory requirements. In addition to the information detailed in this FSG, specific details of the proportion of remuneration that Security National retains and that which is received by each authorised representative is contained in the individualised Supplementary FSGs for each adviser.

o **Plan fee**

Any **Plan fee** charged is intended to cover the costs involved in preparation of a SoA or alternative advice documentation, including any credit assistance. Before we proceed to prepare a plan for you, any fee applicable will be explained to you. Hourly rates may be up to \$165 per hour (inclusive of GST) and the details of the fee levied by your adviser is explained in his Supplementary FSG also provided with this document.

o **Initial fees for service and/or initial brokerage**

This fee or brokerage relates to the initial placement of financial, insurance or equities products and is paid to Security National by the product provider from funds you have invested. Alternatively it may be rebated back to you. If rebated we will invoice you for any additional amount charged by your adviser for the initial placement of your investments. See the supplementary FSG for each adviser for further details.

By way of example, the upfront brokerage for investment type financial products can range between 0% and 6% depending on the product provider, For example, for an investment of \$10,000 in an equity fund paying 4% plus GST initial brokerage, the upfront brokerage would be \$440.

The upfront brokerage for risk insurance financial products can range between 82.5% and 121% depending on the product provider. So if a product has a premium of \$1000, an initial brokerage of \$1121 may be payable.

o **Ongoing service fees i.e. "portfolio management and review fee" and/or ongoing brokerage**

These are fees that remunerate us for providing personalised ongoing service to you including the conduct of reviews, seminars and portfolio monitoring. Please refer to the Supplementary FSG for your

FREQUENTLY ASKED QUESTIONS

adviser to ascertain his/her preferred methods of remuneration. Options available again are either receipt of ongoing brokerage or rebate of brokerage and instead a payment of service fees via invoice.

Ongoing brokerage is payable by the product provider from funds you have invested in. It is paid annually for as long as the investment or policy remains in force. For Investment type financial products, on-going or trail brokerage may range between .025% and 5.% plus GST. For example on an investment of \$10,000 in an equity fund, paying 1.1% means \$110 per year.

For risk insurance products, on-going or trail brokerages may range between 5.5% and 33%, that is on a product with a premium of \$1000, an ongoing commission of up to \$330 may be payable.

Alternatively, you can elect to have ongoing brokerage rebated back to you and an annual service fee charged by Security National which is payable monthly or quarterly. If rebated we will invoice you for this service fee. Your adviser may charge up to 1.32% pa of the amount of funds you have invested. An example of a 1.32% ongoing service fee for funds invested of \$100,000 would be \$1,320 including GST. If a fee for service is charged it will be agreed between you and your adviser on an annual basis.

Q. Are there any relationships that will influence your advice to me?

A. Security National is neither owned nor controlled by any financial product provider and our advice will always be suitable and appropriate for your needs and circumstances. While we may receive brokerage and benefits from product providers (which will be disclosed in your SoA (or alternative advice documentation) we do not consider that any fund manager, bank or insurance company is currently in a position to influence our advice to you.

Some arrangements in place currently include the following. Note that further details and the values of these benefits will be disclosed in your SoAs (or alternative advice documentation) and detailed in our Alternative Remuneration Register:

- *Navigator Allowance*
We receive a brokerage override from Navigator – an amount which comes out of the platform provider's management fee. The override amount is based on the amount of funds invested with Navigator but is **not** volume based. It may be rebated to clients /or included in our percentage fee structure of Security National, but it must be disclosed. Your SoA will detail this information. Some of this is passed to the adviser but generally pays for client seminars and our end of year client dinner.
- *Back office support*
We receive back office support from Associated Advisory Practices, a product provider in the form of compliance services and technical support. Security National also receives Research software from N-Link (Aviva) to the value of \$1350pa.
- *Sponsorship*
Our authorised representatives and staff may also attend practice development days, technical days, economic briefings and site visits of which all may be sponsored by fund managers, platform providers or dealers.
- *Shareholdings*
Both the licensee and authorised representatives may hold shares in product providers and/or products on our approved product list. Where this is the case it will be disclosed to you in the SoA or alternative advice documentation provided. Currently such shareholdings are held with DKN Financial Services Ltd as well as Ventura Investment Management, Professional Investment Holdings Pty Ltd and Platinum Asset Management.
- *Gifts and other benefits*
Other benefits in the form of lunches, tickets to sporting events (i.e. golf, tennis days) may be received by authorised representatives and/or staff of Security National.



You are entitled to obtain information about our Alternative Forms of Remuneration. Security National Alternative Remuneration Register is publicly available for inspection on request. A copy of the Register is to be provided to you within 7 days of the request date. This Register outlines any alternative forms of remuneration which are paid and received by Security National or our authorized representatives. The Conflict of Interest Register identifies any potential for conflict of interest. Registers are maintained by fund managers, IDPS (or platform) providers, authorized representatives and Australian Financial Services Licensees.

Q. What information is maintained in my file, and can I examine it?

A. Your adviser will maintain a record of your personal profile, including details of your objectives, financial situation, financial needs and any other information relating to your specific financial position. They will also maintain records of any recommendations they make.

AML/CTF Act

Under new Money-Laundering regulations, (AML/CTF Act 2006) steps must be taken by us to ascertain your identity and the identity of any beneficial owners of investments that you may make on their behalf. Please be aware that we will require a certified copy of your passport or drivers licence, OR a certified copy of your birth certificate and any current ATO or utility provider information (i.e. copy of electricity account). This will be required when you fill out your Data Collection Form.

Q. Who can I talk to if I have a complaint about Security National's services?

If you have a concern or complaint about our service or if your experience with us hasn't met your expectations – we'd like you to tell us so we can resolve the situation.

Our commitment to you

We are committed to efficient and fair resolution of all complaints we receive. Any complaint will be treated with courtesy and respect and we will work quickly to investigate and resolve your concerns.

Fairness

The process we follow to resolve complaints is designed to be fair to you and the individual or organisation against which the complaint is made. Wherever possible we will make sure your complaint is investigated by staff not involved in the subject matter of the complaint.

No Charges

We will not charge a fee or any associated cost for lodgement of a complaint or to resolve a complaint.

Our complaint resolution process

Receive & assess When we receive a complaint we read or listen carefully. We may ask further questions to check we understand your concerns.

Acknowledge If we can't resolve your complaint within 2 business days we will

write to you to acknowledge we have received it and let you know when we expect to provide you with a response.

Investigate

We gather information about your complaint from relevant areas. We may need to contact you for more details or to clarify important points.

We also investigate potential options available to resolve the complaint issues.

Our Response

We review the information to work out a fair response to your complaint. We then write to you to confirm:-

- Our response to your complaint.
- The key information upon which our response is based.
- Any action we propose taking to resolve the complaint.

Your review

Please read our response and tell us if you believe it to be fair, if you want to provide additional information or if would like to discuss it further.

If you agree to our response and the action proposed we may ask you to confirm this in writing before proceeding.

Or, you may disagree with our response – please let us know what you are not happy with so we can consider fully your position. If you provide us with any additional information to consider we will review this also.

External review (if required)

If you don't accept our response you can refer to the Financial Ombudsman Service - an external dispute resolution scheme able to review your complaint. Their contact details are:-
Financial Ombudsman Service Limited
GPO Box 3,
Melbourne VIC 3001
Ph: 1300 78 08 08 Fax: 03 9613 6399

Please note that the Service will not consider complaints until we have had the opportunity to investigate and resolve your complaint.

If FOS accepts your complaint, it will attempt to resolve the matter through conciliation, which involves assisting you and us to come to a mutual agreement. If conciliation is unsuccessful, the complaint is referred to an independent adjudicator for a determination that is binding.

If you are not satisfied with our response

Please tell us if you are not happy. That way we can work with you to resolve the complaint to your satisfaction.



FPA

FINANCIAL PLANNING
ASSOCIATION
of Australia Limited
PRINCIPAL MEMBER

Privacy at Security National.

Security National is committed to ensuring the privacy and security of your personal information in accordance with the principles of the Privacy Amendment (Private Sector) Act 2001 (Privacy Act). You have a general right to examine the relevant contents of your file and you should have been provided with our privacy statement (included in this FSG), which details our approach to privacy. Should you wish to examine your file just ask your Adviser and they will make all necessary arrangements to provide you with relevant information.

Our goal is to maintain your confidence when handling any personal information.

We aim to protect your information using electronic, physical and procedural measures. Our staff is trained to respect the information and to handle it appropriately.

We give you the option of opting out of receiving product information, marketing, newsletters or material unrelated to your investments. Please advise us. We also ask you to sign a clause in the documentation which will allow us to share information with but not restricted to:

- fund managers as necessary
- accountants or tax agents
- solicitors
- life offices as necessary
- doctors if providing life insurance
- any potential organisations wishing to acquire part or all of our business.

You are entitled to access the information a company holds about you. Contact your adviser to request information or ring Security National on 95105400.

Please see our website or contact us for an updated copy of our full Privacy Policy.



FPA

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