

# Financial Services Guide (FSG)

**E G Financial Services Pty Ltd**

AFSL 377915  
ABN 86 135 624 921

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## What is the purpose of this document?

This Financial Services Guide (FSG) is an important document which we are required to provide to you as a condition of our Australian Financial Services Licence (AFSL).

It contains information about:

- E G Financial Services Pty Ltd
- Your Financial Adviser
- The services offered and their cost
- Any conflicts of interest which may impact the services
- How we deal with complaints

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
- 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

## Information about us

E G Financial Services Pty Ltd is privately owned and holds its own Australian Financial Services Licence and Australian Credit License (377925) which has been issued by the Australian Securities and Investments Commission (ASIC).

The focus is on holistic advice and advanced strategies rather than transacting products. EG Financial Services operates on a transparent fee for service basis to ensure that clients can see and control the value of the service provided at all times.

EG Financial Services is privately owned to ensure that the advice provided is not unduly biased towards any particular Institutional interests or financial services product provider.

As a licensee we are 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.

## What services do we provide?

EG Financial Services holds a licence to provide a comprehensive range of services which include:

- Cash flow management advice
- Retirement planning,
- Superannuation and SMSF advice
- Debt management advice
- Risk management and insurance advice
- Wealth creation and investment advice
- Business consulting and succession planning
- Estate planning advice

EG Financial Services is authorised to advise and deal in the following:

- Deposit and payment products
- Government debentures, stocks or bonds
- Life Insurance (risk and investment products)
- Managed investment schemes
- Retirement savings accounts
- Securities
- Standard margin lending facility
- Superannuation

These services are provided to both wholesale and retail clients.

## Who is your adviser?

Elson Goh will provide these services to you as a Director and Representative of EG Financial Services.

Elson has more than a decade of experience in the financial planning profession having previously worked with major banks and boutique firms.

He is a CERTIFIED FINANCIAL PLANNER™ and Life Risk Specialist® with the Financial Planning Association of Australia (FPA). He holds a Masters of Professional Finance and Banking and Bachelor of Commerce (Banking and Finance) with Honours (Finance) from Curtin University and several Diplomas; including Financial Planning, Financial Services and Finance and Mortgage Broking Management.

He is an instructor at Curtin University and contributes to The Australian, Australian Financial Review, The Sunday Times, PerthNow, ABC radio, WAMN News and CurtinFM. He is also a regular guest speaker on 98fiveFM.

Elson is a registered tax (financial) adviser (25571175). He is authorised to provide tax (financial) services, where the advice is:

- provided in the context of the personal advice authorised by EG Financial Services, and
- part of the financial advice which interprets and applies the tax laws (including tax, superannuation and SMSF laws) to your personal circumstances.

Elson acts on behalf of EG Financial Services who is responsible for the services that he provides.

### What is our financial advice process?

We recognise that the objectives and personal circumstances of each client are different.

We will listen to you to understand your objectives and circumstances and what is most important to you. We will also ask questions to make sure we address all issues.

We employ a systematic approach to providing advice and the process is summarised below:

- Initial consultation and understanding your needs, goals and objectives
- Client fact find consultation and information gathering
- Analysis of current situation and identification of issues and opportunities
- Preparation of a tailored Statement of Advice
- Implementation of strategies and recommendations
- Ongoing review service

This approach provides you with the flexibility of engaging our services on a step by step basis depending on your individual needs.

### How will you pay for our services?

All fees are payable to EG Financial Services.

Elson is a director and draws a salary from EG Financial Services and shares in the profits of the business.

Your first meeting with us is at our expense and is obligation free.

Prior to any obligation to use our services we will provide you with our Service and Engagement Terms which details the services offered and the basis of all fees charged.

All specific fees and charges will be fully disclosed in both dollar amount and percentage terms in your SoA. The Corporations Act requires us to fully disclose all fees and charges, so if you are in doubt please ask us to explain.

### Plan preparation fee

Most financial advice and recommendations are based on information provided to us by you and will be set out in your SoA.

Discussion papers may precede the SoA to facilitate the better understanding of the issues on hand.

We may charge you a fee for the preparation of the discussion papers and/or SoA, which will be agreed with you before its preparation.

The costs of implementing the strategies will be included in our quote for plan preparation.

### Ongoing advice fees

Ongoing fees will be an agreed fixed fee and will depend on what ongoing services are provided.

The services and fees will be set out in our Service and Engagement Terms and/or the SoA or RoA that we provide to you.

### Commissions

EG Financial Services may receive initial and ongoing commissions from dealers, fund managers and/or life insurers.

These fees and commissions may be calculated as a percentage of the amount invested or paid as a premium and may be deducted from the amount you invest. In some cases the product issuer sets the commission and in others it is negotiable.

For managed investment products, we may receive an initial fee from 0% to 5% of the amount invested into the product together with an ongoing trailing fee of between 0% and 4% per annum of the balance of the account.

For life insurance policies, we may receive brokerage payments of initial commission of between 0% and 125% of the first year's premium and renewal commission of up to 25% of the premium in subsequent years over the life of the policy.

We may also receive commissions or a percentage of funds under management and/or brokerage when a transaction in a listed security is placed through an executing broker. This includes IPO's and rights issues. This will be included in the transaction advice and is payable as part of the total cost. These fees may vary according to the dealer being used and the type of transaction.

We may also receive additional benefits by way of sponsorship of education 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.

When providing you with a recommendation, we will provide you with details in your SoA of how specific fees and charges are calculated and whether you can pay separately for them.

In some situations we receive fees or commissions where we refer you to external parties. We may also 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.

All fees and commissions received by EG Financial Services may be retained.

### Fee for Service

We may charge a fee based on the professional time incurred when providing financial services. We may also charge an agreed fee for service e.g. a review fee based on an hourly rate of up to \$275 per hour (inclusive of GST).

All fees will be agreed and fully disclosed in your SoA.

### Do you have any associations with financial product issuers?

EG Financial Services is a privately owned company and is not controlled by or restricted to any financial product issuer when providing financial advice.

We may recommend that you take up other professional services offered by the business. These include accounting, tax and SMSF services.

### If you have a complaint

We are committed to providing quality advice and service to our clients. This commitment extends to providing accessible complaint resolution mechanisms for our clients.

If you have any complaint about the service provided to you, you should take the following steps;

- Contact your Representative and tell your Representative about the nature of your complaint.
- If your complaint is not satisfactorily resolved within 21 days please contact EG Financial Services or put your complaint in writing and send it to us by mail/email. We will try and resolve your complaint quickly and fairly.
- If the complaint is not resolved to your satisfaction within 45 days, you have the right to refer the matter to the external dispute resolution scheme below, of which EG Financial Services is a member;

Australian Financial Complaints Authority (AFCA)  
Phone: 1800 931 678  
Email: [info@afca.org.au](mailto:info@afca.org.au)  
Online: [www.afca.org.au](http://www.afca.org.au)  
Address: GPO Box 3, Melbourne VIC 3001

The Australian Securities and Investments Commission (ASIC) also has an info-line service on 1300 300 630 which you may use to obtain information about your rights.

### Your privacy

We maintain a record of your personal profile that includes details of your investment objectives, financial situation and needs. We also maintain records of any recommendations made to you.

If you wish to examine your file, you should ask us and we will make arrangements for you to do so.

We will not use or disclose personal information collected unless where the National Privacy Principles authorise the use or disclosure where required under law such as relating to public health and safety, in connection with certain operations by or on behalf of an enforcement body, as required under the Corporations Act 2001, or the Anti-Money Laundering and Counter-Terrorism Financial Act 2006.

Your personal information is held in the strictest confidence. We are committed to implementing and promoting a privacy policy which will ensure the privacy and security of your personal information.

A copy of our privacy policy is available on request.