



GODFREY PEMBROKE
Financial Advice Specialists



Representative Profile

Version 12.0
1 October 2018

This document forms part of the Financial Services Guide Version 12 preparation date 1 October 2018 and is designed to clarify who we are, what we do, and aims to help you decide whether to use our services.

Who we are

Your financial advice specialists are Representatives of and offer services on behalf of Godfrey Pembroke Limited.

Sharie Kennedy-Wren

Authorised Representative (AR) Number: 241919.

Sharie is the Practice Principal and Senior Financial Adviser.

Sharie has a Bachelor of Business degree and is a qualified Chartered Accountant with over 27 years in the financial services industry. Sharie is a Certified Financial Planner - CFP® of the Financial Planning Association of Australia.

Sharie also holds a Financial Planning Specialist accreditation with the Institute of Chartered Accountants.

Sharie offers her services on behalf of Godfrey Pembroke Limited.

The Financial Services that the above financial advice specialists offer are provided by:

Holistic Financial Management Pty Limited

ABN 29 100 562 178

Authorised Representative (AR) Number. 242101

Holistic Financial Management Pty Limited is 100% owned by Sharie Kennedy-Wren.

Godfrey Pembroke has authorised your advisers to provide you with this Financial Services Guide.



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What we do

We are authorised by Godfrey Pembroke Limited to provide financial advice in relation to:

- Wealth Accumulation
- Income and Asset Protection
- Tax Strategies
- Superannuation
- Retirement and Redundancy Planning
- Estate Planning
- Centrelink entitlements
- Debt Management

and to provide advice and deal in the following financial products:

- Basic Deposit Products
- Non-basic Deposit Products
- Non-cash Payment Facilities
- Life Products – Investment Life Insurance
- Life Products – Life Risk Insurance
- Managed Investment Schemes, including Investor Directed Portfolio Services (IDPS)
- Superannuation
- Retirement Savings Accounts
- Derivatives
- Government Debentures, Stocks or Bonds
- Securities
- Standard Margin Lending Facilities

Sharie Kennedy-Wren is not authorised by Godfrey Pembroke to provide financial product advice in the following financial products:

- General Insurance Products



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Contact us

For more information on anything you have read in this document or if there is anything else we can help you with, please contact us at:

Address: Suite 16, Level 6, 122 Arthur Street, North Sydney NSW 2060
Phone: +61 2 8920 2901
Fax: +61 2 8920 2044
Email: hfmclientservices@godfreypembroke.com.au
Web: www.gpadviser.com.au/northsydney



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How we charge for our services

All fees and commissions are inclusive of GST and the fees could be greater than those disclosed below in complex cases. In these instances, we will inform you of the exact fee payable promptly in writing.

Initial consultation	At our expense
Strategy and Advice Preparation & Presentation	We charge an agreed fee ranging from \$2,000 to \$5,500 GST depending upon the complexity and time required to prepare the advice. In many cases this is \$2,500. A written quotation is always provided and agreed to prior any work commencing.
Implementation (fee for advice)	<p>Our fees for implementing your investment portfolio will depend on the number of areas of strategic advice, the size of the investment portfolio and the time and complexity of implementing our advice.</p> <p>All proposed fees are disclosed in writing prior to your agreeing to proceed with implementation and will be to a maximum value of \$5,000 depending on the complexity.</p> <p>Fees may be paid directly by you via credit card, direct debit or cheque.</p>
Ongoing fee for advice	Our ongoing service fee will depend on the size of your portfolio and complexity and level of ongoing advice and service provided. The minimum fee is \$5,000 while the maximum fee is \$30,000. We may receive ongoing commission (as detailed below) for any life insurance products you have in addition to this fee. The ongoing service fee may be collected monthly through the product issuer or paid directly by you via credit card, direct debit or cheque.



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How we charge for our services (cont.)

All fees and commissions are inclusive of GST and the fees could be greater than those disclosed below in complex cases. In these instances, we will inform you of the exact fee payable promptly in writing.

Ad hoc advice	Where you require ad hoc ongoing advice that is not covered in an ongoing service fee arrangement, an hourly fee will be quoted prior to proceeding.
Insurance products	<p>The relevant insurer will pay initial commission between 0% and 130% and ongoing commission between 0% and 33% of the annual premium for as long as you hold the product.</p> <p>Commissions are paid to us by the product provider and are not an additional cost to you.</p>
Pre-existing arrangements	We run a fee for service practice on advice and investments for our clients, however in limited cases we do receive some commissions where historically agreed with some clients on investment products. Commissions are collected through the product provider and are not a direct cost to clients on this historical pricing mechanism.



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Referrals from a third party

At present we do not have any referral arrangement in place to pay a third party referrer a referral fee, commission or other benefit. If this changes, we will make you aware of this prior to providing advice, or further advice, to you.

Referrals to a third party

At present we do not have any referral arrangement in place to provide referrals to third parties in return for payment or other benefit. If this changes, we will make you aware of this prior to providing advice, or further advice, to you.

Benefits we may receive

We have detailed below how certain product purchases may benefit our business.

Business Equity Valuation (BEV)

In the event of our death or permanent disablement, or if we were to leave the financial planning industry, Godfrey Pembroke provides a buyer of last resort option called BEV. This helps manage the transition of ownership to ensure you continue to receive advice.

The value of a sale under BEV is based on a multiple of ongoing revenue received by the business on an annual basis. The multiple can range from 2.5 to 4 depending on the proportion of the ongoing revenue that comes from clients who hold MLC group financial products.

Here are some examples to help you understand the potential benefit to us of our clients holding MLC group product:

- If the ongoing revenue of the business was \$100,000 and 50% of our clients held MLC group products, the sale value for the financial planning business would be between \$250,000 and \$350,000.
- If the ongoing revenue of the business was \$100,000 and 85% of our clients held MLC group products, the sale value for the financial planning business would be up to \$400,000.

Importantly, BEV is subject to us meeting certain compliance requirements and standards.