Financial Services Guide

Version 8 – 26 July 2024

Luke Dean (AR 421781) is an Authorised Representative of Advice Loop Pty Ltd,
AFSL 519 172 ABN 93 635 562 202.

About your Adviser and Advice Loop

Your Adviser is Luke Dean. Luke Dean is the "providing entity" for the purposes of the Corporations Law. Luke Dean is an authorised representative of Advice Loop.

Advice Loop holds Australian Financial Services License ('AFSL") Number 519 172, ABN 93 635 562 202 and has authorised your adviser to distribute this Financial Services Guide (FSG).

Luke Dean and Advice Loop may advise on:

- Investments (shares, cash and managed investments);
- Superannuation (including self-managed superannuation);
- Life insurances and other risk insurances;
- Debt management;
- Cash-flow management; and
- Retirement planning

Our practice has a very strong customer service focus and was born out of the desire to be able to provide high level service-based advice in the local community. The philosophy is simple, help people achieve their financial goals via sound and ethical strategy-based advice.

Lack of Independence

In accordance with s923A of the Corporations Act, neither Luke Dean nor Advice Loop can claim that they are Independent. This is because we may receive commissions if we recommend and implement Life Insurance products for you. However, such commissions will always be fully disclosed to you before we implement the advice, and as such you have the choice not to proceed with the advice if you are uncomfortable with Commissions as a method of compensation. Please let us know if this is the case and we can arrange alternative methods of payment, such as a direct fee to you.

Whilst we do not meet the full definition of what is required to claim Independence, we can assure you of the following:

- We are not in anyway owned or directed by a product issuer (Like a Bank or Super Fund Adviser would be) and therefore have full discretion as to what strategies, products, or investments we can recommend.
- We have our own Australian Financial Services Licence (AFSL) and are therefore Self-Licenced. The majority of Advisers in Australia are Licenced via a handful of Large external Licensees, such as Banks and Very Large Diversified Investment companies, and as such are very tightly controlled as to how they can service their clients, with certain strategies or products restricted entirely; even in cases where it is the best option for the client.

The Purpose of this Financial Services Guide ("FSG")

This FSG is an important document that explains how we provide financial product services to you and your responsibilities as a client and this forms part of our contract with you.

You should read this FSG carefully before using our services. It is intended to give you sufficient information to decide whether to obtain financial services from us.

Please feel free to contact us by telephone, e-mail or writing should this FSG be unclear or should you have any concerns about our services.

This FSG explains:

1. Who we are.
2. How you can contact us.
3. About Advice Loop and Luke Dean;
4. What documents you will receive from us.
5. How we (and any other relevant persons) are remunerated.
6. The financial services we provide.
7. Any potential conflicts of interest that may influence our advice.
8. Our privacy policy.
9. Our internal and external dispute resolution procedures.
10. Our compensation arrangements, i.e. our professional insurance arrangements.

Product Disclosure Statements ("PDS")

If we recommend a financial product, we must provide you with a PDS for that product. You should read the PDS as it contains the information to enable you to make an informed decision about acquiring a product.

The PDS will provide you with the information you need to know about the product and details costs and product fees including commissions, benefits, risks and other features of the recommended financial product and is usually created by the financial institution providing the product.

Delivery of Advice

Once we have met and determined a draft plan for you, we will prepare a 'statement of advice" or "SOA". The SOA will be in writing and may be delivered via email, post or in person. Your SOA contains the information needed to understand our advice and the basis on which it is made. It includes information about:

1. The specific advice;
2. The reasons for the specific advice;
3. Any fees;
4. Any associations or relationships that may influence the advice;
5. The implementation plan; and
6. Any other relevant matters.

We will also provide other documents as needed. These documents may include educational material or PDS, as discussed above.

Record of advice

Once you have been provided with a SOA further advice may be provided in a form known as a record of advice or "ROA", provided there has been no change in your personal circumstances or the basis of the advice set out in the SOA.

Retention of SOA and ROA

We retain all SOAs and ROAs for at least seven years and you may request a copy of the SOA or ROA at any time within that period. This request may be verbal or in writing.

Implementation of advice

Our statement of advice will contain instructions on how the advice should be implemented. We will work with you to ensure that the advice is properly implemented.

Other Documents you may Receive

A **Fee Disclosure Statement** ("FDS") will be issued to you in instances where you enter into an Ongoing Fee Arrangement with your adviser for a period greater than 12 months. The FDS will contain information about the services you received and the fees you paid during the period.

A **Renewal Notice** will be issued every 2 years if you have entered an ongoing fee arrangement. The Renewal Notice will give you the option of renewing the ongoing fee arrangement.

How you can give instructions

You can contact us directly with any instructions relating to your financial services. This includes giving us instructions by telephone, mail or email. We can only accept your instructions via email once you have signed an authority form.

Your Responsibilities as a Client

We will ensure that our advice is in your best interests and is appropriate to you at the time it is provided.

You must notify us in writing immediately should your personal circumstances change, or should general economic conditions or legislation change in a way that affects our advice to you.

You are responsible for ensuring your bank account and investment account details including account numbers, passwords and personal identification numbers are kept confidential, are stored safely and not recorded in a form that can be accessed by other persons including access by hacking computers, are not provided to any person, including your adviser, and are changed on a regular basis and at least once a month. You are solely responsible for any losses caused by a misuse of this data by any person, including cyber fraud or any other form of fraud.

How We Deal with Complaints

We endeavor to resolve all complaints quickly and fairly.

Advice Loop Pty Ltd provides a dispute resolution services to its clients. This obligation is a key tenet of the consumer protection principles of the Australian Financial Services Licensing system.

If you have a complaint about any services, you should:

1. Contact your Adviser by telephone to explain your situation and let him/her know of your concerns. Your Adviser will do everything possible to resolve your complaint promptly;

2. If your complaint is not resolved satisfactorily, put your complaint in writing addressed to Responsible Manager, Advice Loop at G6/786 Esplanade, Mornington VIC 3931 where it will be objectively considered and discussed with you and your Adviser with a view to being settled as soon as possible to your satisfaction; and

3. If your complaint is not resolved appropriately by Advice Loop within 45 days, you can access our external dispute resolution scheme. Advice Loop a member of the Australian Financial Complaints Authority (AFCA). AFCA can be contacted on 1800 931 678 or info@afca.org.au. This is a free service to complainants.

How We Are Paid

Our fees and other charges: who receives the fees?

Advice Loop will provide you with full details of all fees before doing any significant work for you. Fees will be explained in your meeting and detailed in a statement of advice. Your adviser will also provide you with a detailed breakdown of fees on an annual basis in a fee disclosure statement.

The types of fees, commissions and other benefits that may be received by Advice Loop are described below:

Fees for Advice

Advice Loop 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. Advice Loop will provide you with written estimates of these fees to ensure that there are no 'surprises' after the event.

Ongoing Advice Fees

Advice Loop may charge a fee to provide ongoing portfolio review, ongoing advice appropriate to your needs and/or ongoing services. Advice Loop will offer you the option to select from a set charge or a charge based on the value of funds under advice and/or the time involved in reviewing your portfolio and circumstances.

Plan Preparation Fee may be up to (but not limited to) $6,600

Implementation Fee may be up to (but not limited to) $6,600

Ongoing Services Fees may be up to (but not limited to) $6,600 per annum

Additional Services may be up to (but not limited to) $6,600

Salaries to staff and other services to you

The payment of staff salaries does not influence our advice in any way. The provision of accounting services and other business services to you for a fee does not influence our advice in any way.

Commissions & Fees

If you implement a financial product through Advice Loop, we 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 and premiums you pay for the product. This is not an additional cost to you.

Insurance

If we recommend you a risk insurance product, your adviser will be paid an upfront and on-going commissions from the provider. The upfront commission payable to your adviser for advising on and implementing risk insurance financial products for you can range between 30% and 66% of your annual premium, while on-going commission may range between 20% and 33% of the annual premium. For example, on an insurance premium of $1,000 that pays 66% initial commission and 22% on-going commission, the upfront commission is $660 and the on- going commission is $220 per annum. If you choose to pay fee for service, we can rebate to you part or all of the commission we would otherwise receive for insurance arrangements.

Other Benefits

We may also receive additional benefits by way of sponsorship of education seminars, conference or training days.

Details of any fees, commissions or other benefits that we will be entitled to receive if you retain us as your Adviser and if you implement our recommendations will be disclosed to you in the clearest terms. Disclosure will be in dollar terms, or where this in not possible, in percentage terms and will be included in your Statement of Advice or Record of Advice. Fees will also be advised in detail in the PDS for recommended financial products.

If any fees are paid to a third person for referrals these fees will be detailed in your SOA.

Time Limitations

As economic and market conditions are constantly changing, the recommendations made in our Statement of Advice are only valid for 30 days from the date of presentation with the exception of an extraordinary event. To ensure that the Statement of Advice remains suitable to your needs, we recommend a review and if necessary, a revised plan to be prepared after this time limitation has lapsed.

Other Important Information

Compensation arrangements

Advice Loop has arrangements in place to compensate retail clients for losses connected to any breach of the Corporations Act or other law by your Adviser, Advice Loop or other relevant persons.

These arrangements comprise comprehensive and extensive professional indemnity insurance and satisfy the requirements for compensation arrangements under S912B of the Corporations Act.

Protection of personal information

Your personal information is protected by our privacy policy and the privacy laws. This information will not be provided to anyone or used for any other purpose unless this is necessary to comply with the law.

A copy of Advice Loop and your Adviser's Privacy Policy will be provided to you upon request.

If you are not satisfied with our approach to privacy you are entitled to contact the Office of the Privacy Commissioner who may investigate any complaints you may make.

Anti-money laundering and terrorism legislation

Advice Loop must verify your identity before we provide any financial services. This will be discussed at our meeting.

Conflicts of interest

Apart from life insurance commissions the only other fees we receive are paid by you either directly or authorised by you from your investment or super account. We have no associations or relationships that will influence the advice that we provide.

The SoA you receive will refer to any potential Conflicts of Interest that you need to be aware of when deciding whether to rely on our advice.

Approved product list

The financial products that will be recommended are limited to those on Advice Loop's approved product list and does not include all available financial products.

A copy of the approved product list can be provided to you upon request.

Any questions?

Please do not hesitate to contact your Adviser should you have any questions about your Adviser's services and how your Adviser and Advice Loop can help you improve your financial position.

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