



Customised
Financial
Planning

Financial Planner Profile

This Financial Planner Profile is part of the Lonsdale Financial Group Ltd (Lonsdale) Financial Services Guide (FSG) and these documents should be read together.

Introducing your financial planner

Stephen Mason operates under the trading name of Customised Financial Planning.

Company name:	Customised Financial Planning
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Stephen Mason

Authorised Representative of Lonsdale, Number 257926

Stephen has the following qualifications, memberships and experience:

- CERTIFIED FINANCIAL PLANNER® practitioner
- Bachelor of Business
- Certified Practising Accountant
- Public Practice Certificate
- Member of the Financial Planning Association (FPA)
- Member of CPA Australia

Stephen has been an Authorised Representative since 1991 and a Member of the Financial Planning Association (FPA) since 1995.

Products and services

Your financial planner is authorised by Lonsdale to provide you with general and personal financial product advice on the following class and types of products and can help you buy and sell these financial products.

- **Deposit products**
- **Life products, including:**
 - Investment life insurance products
 - Life risk insurance products
- **Superannuation products, including:**
 - Public offer superannuation funds
 - Account-based pensions and complying annuities
 - Corporate superannuation funds
 - Self-managed superannuation funds
- **Margin lending facilities (standard)**
- **Retirement savings accounts**
- **Managed investment products, including:**
 - Master trusts, wrap facilities
 - Property funds
 - Tax-effective investments
 - Managed trusts
 - Investor directed portfolio services (IDPS)
 - Managed Discretionary Accounts (MDA) investment programs
- **Government bonds, stocks or debentures securities:**
 - ASX listed shares, instalment warrants and fixed interest

How will you pay for the financial services?

At the initial meeting, your financial planner will explain the services that are available to you, what you can expect and the payment options that are available.

Before you become a client of Customised Financial Planning, remuneration and payment will be agreed and the details of any fees and commissions payable, and any other relevant remuneration and benefits, will be disclosed to you in the Statement of Advice (SoA). For any financial product that is recommended, the Product Disclosure Statement (PDS) for that product will outline the fees payable to the product provider. Any of the payments listed below will be made as agreed with you.

A summary of the way Customised Financial Planning is paid is outlined below and all fees quoted are inclusive of GST.

Financial planning advice fee

You may be charged a fee that is based on either the standard service fee that applies or the time spent developing the plan. The plan based fees (ie SoA) range from \$250 to \$350 per hour for a limited advice plan and vary, depending on scope and complexity of the advice provided. A minimum fee of \$1,650 will apply.

During your initial discussion with your financial planner, they should be in a position to provide you with a reasonable estimate of the financial planning advice fee and you are encouraged to discuss this during the meeting.

Please note, should you choose not to proceed with the advice provided to you in your SoA, you will be invoiced for the cost of preparing your SoA.

Financial planning implementation fee

You may be charged a fee based on the time spent implementing the recommendations and strategies. The current hourly rates range from \$250 to \$350 per hour. The time spent will vary depending on the complexity of advice and facilitation required, as well as the process to check and confirm that the correct action has been undertaken on your behalf.

You have a choice of how you can pay the implementation fee – it can either be invoiced directly or debited directly from funds invested.

Financial planner service fee – ongoing

We offer all clients an ongoing review service. Our ongoing advice program consists of two components – a fixed **Ongoing Service Package Fee** plus a **Portfolio Management Fee**.

Ongoing Service Package

Our ongoing review service allows us to keep track and review your financial plan to ensure that we continue to work towards achieving your goals. We encourage all clients to take up one of our Ongoing Service Packages.

We have a range of packages to suit the varying stages of a person's life and their subsequent advice needs. After discussions with you, we will recommend an Ongoing Service Package to suit you and your financial needs. Further details on our service offer will be outlined in the Ongoing Service Agreement.

Our Ongoing Service Packages generally range from \$800 to \$8,000 per annum and this amount is dependent on your stage of life, the complexity of your situation and your ongoing advice requirements. Where ongoing services you require fall outside of our standard packages, or where we or you feel you require a greater level of service, additional fees may apply. Again, these additional fees will be charged based on our standard hourly rates. Any additional fees that apply outside the service packages will be disclosed to you prior to any of these activities taking place and will be charged based on our standard hourly rate.

Portfolio Management Fee

In addition to the service package fees applicable, a portfolio management fee is also payable. This fee is calculated based on the value of your 'invested' portfolio. This fee is payable for the ongoing management of your investment and superannuation portfolio(s) which includes the regular tracking and investment rebalancing in line with your objectives and the review of existing investments and consideration of alternative investment options.

The Portfolio Management Fee payable is up to 0.55 per cent per annum of your invested portfolio, including cash.

Ongoing Service Fee Example

If you have a total portfolio balance of \$200,000 and you have agreed to an Ongoing Service Advice Package most suitable to your current situation, then you could expect to pay the following:

Ongoing Service Package (Retirement)	\$2,200 per annum
Portfolio Management Fee (\$200,000 x 0.55 per cent per annum)	\$1,100 per annum

Ongoing Service Fees payable \$3,300 per annum

Please note that the amount charged will be set out in your SoA.

Financial planning service fee once-off

If you are not on an ongoing review service, but would like to engage Customised Financial Planning to provide you with once-off strategic or placement advice only, you may

be charged an hourly rate of between \$250 and \$350 per hour.

Direct Shares

A brokerage fee of 1.1 per cent will apply for each trading instruction (i.e. Buy or Sell), with a minimum fee of \$110 per trade. 0.55 per cent of this fee is payable to the Sharebroker and 0.55 per cent of this fee is payable to us. Depending on the Ongoing Service Package you subscribe to, this brokerage fee may be reduced to 0.55 per cent for each trading instruction, with a minimum fee of \$55 applicable to each trade. In this latter case the fee is charged and payable to the sharebroker and not to us.

The applicable brokerage fees will be disclosed to you in your Ongoing Service Agreement and SoA.

Commission for life risk insurance products – Policies issued from 1 January 2018

When risk insurance products are recommended, the insurance provider may pay your adviser an initial commission based on the value of your premium, which under an upfront structure will be capped at 88 per cent, reducing to 77 per cent from 1 January 2019, before settling at 66 per cent from 1 January 2020. Ongoing commission under an upfront structure will be capped at 22 per cent of the annual premium paid. Both initial and ongoing commission under a level structure will continue to be capped at 37 per cent.

In some instances, Lonsdale reserves the right to retain 5 per cent of this premium before paying the balance to Customised Financial Planning. Where this occurs, any commissions retained by Lonsdale will be disclosed in your SoA.

Increases to Policies issued before 1 January 2018

There may be an initial commission payable of up to 130 per cent of the first year's annual premium and then ongoing commission of up to 37 per cent of the annual premium paid.

Product fees

All product providers are required by law to issue a PDS which outlines all the fees payable within the product.

Initial and ongoing commissions for investments entered into before 1 July 2013

The product provider pays the initial commission and ongoing commissions to Lonsdale. This amount is not in addition to the cost of your entry fee. This commission may be up to 5.5 per cent (for initial commissions) and 1.1 per

cent (for ongoing commissions) dependent on the product provider and the specific product that is recommended. These payments apply to initial and additional investments.

For any investments entered into after 1 July 2013, initial and ongoing commissions from the product provider are not paid to your financial planner.

Through discussion, any combination of the above options may be negotiated.

Are there any existing relationships that may influence the recommendations?

We refer most clients to a risk insurance specialist, MBS Insurance (MBS) for all risk insurance advice. Where you are referred to MBS and you purchase an insurance policy(ies), we will be entitled to 30 per cent of the initial and renewal commission which MBS would otherwise be entitled, from business written as a result of the referral. The referral fees we are entitled to will be disclosed to you in the MBS Statement of Advice. It will be their responsibility to regularly review your ongoing risk needs as mutually agreed by yourself and an MBS representative.