

# Guidance Group Pty Ltd

## Financial Services Guide (FSG) Part A

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### About us

Guidance Group Pty Ltd is an Australian Financial Services Licensee.

Guidance Group Pty Ltd  
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Guidance Group has qualified financial advisers with offices located on the Sunshine Coast and in Brisbane. Each Guidance Group practice is locally owned, with highly qualified financial advisers who have a legal obligation and an ethical duty to act with integrity and in the best interests of their clients. Your adviser is either a self-employed practice owner or works in the practice as an adviser.

### Purpose of this document

This Financial Services Guide (FSG) explains the financial services provided by Guidance Group and your adviser (who is authorised through Guidance Group). It is designed to help you make a fully informed decision about whether you want to use our services.

Please take the time to read this guide carefully.

The FSG covers:

- The services and products we are authorised to provide advice on and deal with
- How we work
- The documents you will receive when given advice
- Important relationships
- Professional Indemnity Insurance
- How we are paid
- Our complaints process
- Our privacy policy

This guide must be accompanied by an Adviser Profile which outlines your adviser's skills, qualifications, and the services they are authorised to provide.

### Services and products we provide

Our advisers provide a range of financial services and advice including wealth creation, debt reduction, superannuation, pre and post-retirement, personal insurance, aged care, and estate planning. Information about the specific services and products that your adviser is authorised to provide is contained in their attached Adviser Profile. Guidance Group is responsible for any of these financial services provided to you.

#### Not independent

As Guidance Group and its advisers may receive commission on life insurance products as explained in this FSG under the heading 'How we are paid', we do not refer to ourselves or our advice as independent, impartial, or unbiased.

## How we work

Your adviser will discuss with you the advice and services that you are seeking. This may be through a phone call, an online meeting, or a face-to-face meeting. We will then arrange to collect your personal and financial information along with your goals and objectives during a fact-finding discussion. This information and our research will be used to analyse your situation, identify key requirements, and prepare recommendations and alternatives that will suit your needs.

It is important to understand the difference between General Advice and Personal Advice. When Personal Advice is provided, your financial adviser will take your personal circumstances, goals, and objectives into account as listed above whilst General Advice is factual information only. You should always consider whether any advice is appropriate for your personal needs and if necessary, seek personal advice.

## Documents you can expect to receive

SOA - When your adviser presents you with personal financial advice for the first time, you will generally be provided with a Statement of Advice (SOA). The SOA will include personal advice to achieve your goals and objectives, the basis on which the advice is given, the cost of the advice, and information about any associations or relationships that could influence the advice.

ROA - If you require further advice at a later time, providing your circumstances have not changed significantly, your adviser may be able to provide the further advice verbally or via a Record of Advice (ROA).

PDS - If any product recommendation is made, you will generally be given a Product Disclosure Statement (PDS) which outlines the product features, benefits, conditions, costs and cooling off rights (if applicable).

CSA – Should you engage us to provide a continuing service, we will ask you to sign a fixed term Client Service Agreement (CSA) which will provide you with details of the fees applicable for a maximum of 12 months.

SOT - If you ask your adviser to undertake a transaction without receiving advice, you may be given a letter called a Statement of Transaction (SOT) confirming your instructions and disclosing any costs payable by you.

TMD – If you are provided with general advice, a Target Market Determination will be provided to you for the product which you choose to purchase.

If you are provided with general advice, you will NOT receive an SOA or ROA. Your adviser will provide you with a warning that the advice does not take consider your personal objectives, financial situation or needs and may leave you in a worse position financially.

## Important relationships

We take pride in our personal ownership of Guidance Group because we feel it means we can provide you with better advice. The Directors of Guidance Group in Kellie Payne and Ian Vonk are ultimately the underlying owners of Guidance Group and may share in any profits the licensee makes from year to year. Arrangements that are relevant to the advice being provided to you will also be disclosed in your written advice.

## Referral partners

Your adviser may have referral relationships with third parties including accountants, mortgage brokers, general insurance brokers, solicitors, real estate agents and other third parties who specialise in a specific field. If you are referred to your adviser by one of these third parties, that third party may receive a referral fee, commission, or non-monetary benefit. These referral fees can vary and will be detailed in your SOA or other relevant document.

Where you are referred to a third party (including to other financial advisers) by your adviser, your adviser does not receive any payment for that referral. We also do not approve or endorse their advice. You must assess the merits of their advice in the light of your own circumstances and objectives.

## Associated businesses

Your adviser may have associations with other related businesses, such as a mortgage broker or accounting firm.

## Professional indemnity insurance

Guidance Group is covered by professional indemnity insurance satisfying the requirements under the Corporations Act for compensation arrangements. Our insurance arrangements cover claims made against us as the licensee and both our current and former authorised representatives.

## How we are paid

We receive remuneration from:

- Advice and service fees paid by you (fee for service)
- Commissions from insurance providers. See Adviser profile for more details.
- Other payments and benefits

As the licensee, Guidance Group collects all fees and commissions which are paid on to your adviser's practice. The Adviser Profile explains how your adviser is paid. Guidance Group receives a licensee fee from your adviser's practice which is a service fee in return for licensing services and professional indemnity insurance.

### Advice and service fees paid by you

Before providing personal advice, your adviser will provide you with details of the fees and payment options with you to ensure you can give your free, prior, and informed consent. These fees will be based on your individual circumstances, the complexity of your situation and the time it takes to prepare your personal financial advice. Fees and commissions that are relevant to the advice being provided will also be disclosed to you in the SOA.

The types of fees you may be asked to pay can include:

- Statement of Advice (SOA) fee – a fee to gather information, analyse your situation and prepare your SOA.
- Implementation fee – a fee to implement the recommendations contained in your SOA.
- Review service fee – a fee for the provision of review services if you enter into a service agreement.
- Other fees for the ad hoc provision of advice or services, including if you instruct your adviser to complete a transaction on your behalf such as buying or selling specific financial products.

### Commissions from insurance providers

Insurance providers may pay us commissions if your adviser recommends insurance products to you. Commissions are based on a percentage of your insurance premium. The commission may be up to 66% of your initial premium and up to 33% of your ongoing premium. Any commission payable will be detailed in your SOA or ROA document. Commission may be received through the delivery of General Advice in the same manner as above. An example of what this remuneration may look like is: Premium of \$10,000 per year, calculated at 66% ( $10,000 \times 0.66 = \$6,600$ ) for the first year. Each period after is paid between 22 & 33 (\$2,200 or \$3,300). Please speak with your adviser if you need further clarification.

### Other payments and benefits

By law, your adviser is not permitted to receive extra benefits in excess of \$300 per year from a product issuer. Guidance Group keeps a register of any monetary or non-monetary benefits your adviser may receive in relation to education, training, technology support or software that is relevant to the provision of financial advice. If you would like a copy of the register, please ask your adviser and one will be made available to you.

## If you have a complaint

If you have a complaint about financial services provided to you, your complaint can be directed to your adviser in the first instance. You can also raise your complaint at any time by contacting us at:

Email: [info@theguidancegroup.com.au](mailto:info@theguidancegroup.com.au)  
In writing to: GUIDANCE GROUP Advice Complaints  
15 Stradbroke Drive Little Mountain QLD 4551  
Phone: 0414 909 767

We will investigate and endeavour to resolve your complaint promptly and fairly. If your complaint has not been resolved to your satisfaction within 30 days, you can lodge a complaint with the Australian Financial Complaints Authority (AFCA).

AFCA is an external dispute resolution scheme which provides fair and independent financial services complaint resolution that is free to consumers. AFCA's contact details are:

Email: [info@afca.org.au](mailto:info@afca.org.au)  
Website: [www.afca.org.au](http://www.afca.org.au)  
In writing to: AFCA, GPO Box 3, Melbourne VIC 3001  
Phone: 1800 931 678

We are a member of AFCA, and our membership number is 88705.

## Our privacy policy

Guidance Group is committed to ensuring the confidentiality and security of the information that you provide to us, and we follow the national principles as outlined in the Australian Privacy Act. We collect personal information from you in order for your adviser and/or their practice to provide you with financial products and services. We will also collect information from you to meet our obligations under the Anti-Money Laundering and Counter-Terrorism Financing Act. These records are required to be retained for at least seven years.

It is important that the information we hold about you is up to date. You must let your adviser know when information you have provided has changed. Visit our websites to access our privacy policy, otherwise, please follow the link below:

<https://kelliepaynefinancial.com.au/links-and-resources/guidance-group-privacy-policy/>

## Collection, use and disclosure of information

We may use and disclose your personal information (including health and other sensitive information) for the purpose for which it has been obtained and for related purposes. For example, we collect your personal information so that we can act on your request to:

- provide you with financial advice or a product or service
- aid with ancillary services such as Centrelink/DVA
- establish investments, superannuation, and other accounts
- set up and administer a self-managed super fund
- establish and maintain insurance protection
- keep you up to date on other products and services that may be of interest to you

In some cases, we will seek your authority to collect information from other parties such as your accountant, solicitor, or super fund.

## Absence of relevant information

If you do not provide some or all of the information requested, Guidance Group will warn you about the possible consequences and how this may impact the quality of the advice provided. Additionally, your Adviser may decline to provide advice if they feel they have insufficient information to proceed.

## Providing your information to others

We may provide your personal information (including health and other sensitive information) to:

- Product Providers for the purposes of providing quotes, submitting applications, changing personal details, and carrying out any other financial service, including General Advice
- an authorised representative of ours (including your adviser) for the purposes outlined in this document
- any organisation, contractor or service provider of Guidance Group or our authorised representatives, engaged to carry out or assist with our functions and activities (for example, office support or paraplanning services, IT support providers, data analytics and mailing houses)
- an organisation that assists Guidance Group to identify, prevent or investigate fraud, unlawful activity, or misconduct
- regulatory bodies, government agencies, law enforcement bodies and courts
- other parties Guidance Group is authorised or required by law or court/tribunal order to disclose information to
- any person who introduces you to Guidance Group
- your partner or spouse where they have sought advice jointly with you
- your authorised agents such as your executor, administrator, legal representative, attorney, or anyone else acting for you.

Some services may require disclosure of your personal information to service providers outside of Australia who may assist Guidance Group in providing the financial services to you. All reasonable steps are taken to ensure that offshore service providers comply with the Australian Privacy Act.

## Want more information?

If you have any questions about the information in this guide or about our services, talk to your adviser or contact Guidance Group directly.

Phone: 0414 909 767

Email: [info@theguidancegroup.com.au](mailto:info@theguidancegroup.com.au)



## Adviser Profile

**Kellie Payne**  
CFP C Dec

This adviser profile forms an essential part of the Financial Service Guide (FSG). The FSG is not complete without it.

**Authorised Representative Number:** 264199  
**Corporate Authorised Representative Number:** 1268618  
**Adviser profile issue date:** 28 June 2023

Kellie Payne is an Authorised Representative of Guidance Group Pty Ltd (Guidance Group) AFSL 534999. Kellie Payne is employed by Payne FS Pty Ltd trading as Kellie Payne Financial Solutions which is a Corporate Authorised Representative of Guidance Group.

### My qualifications and experience

I have been a Certified Financial Planner since 2005 and in the Financial Planning Profession since 1990. I have worked with several financial planning companies over many years, and in November 2018 established my own practice - Kellie Payne Financial Solutions - servicing clients in Southeast Qld.

I have a Diploma of Financial Planning along with the Internationally recognised Certified Financial Planner™ or CFP® qualification from the Financial Advice Association Australian (FAAA). I am also a Commissioner of Declarations.

"Our groups vision is to discover our clients' specific financial requirements and provide friendly, supportive and expert solutions to help them achieve their goals (both personal and financial) and make smart choices around their financial strategies."

### Services offered

I am authorised to provide advice in the following areas:

- |                                  |                       |                            |                      |
|----------------------------------|-----------------------|----------------------------|----------------------|
| ➤ Personal Insurance             | ➤ Debt management     | ➤ Self-Managed Super Funds | ➤ Aged care          |
| ➤ Superannuation                 | ➤ Investments         | ➤ Gearing / Margin lending | ➤ Business Insurance |
| ➤ Budget and cashflow management | ➤ Retirement planning |                            | ➤ Estate planning    |
|                                  | ➤ Centrelink/DVA      |                            |                      |

### Products offered

I am authorised to deal in the following products:

- |                    |                               |                                     |                                      |
|--------------------|-------------------------------|-------------------------------------|--------------------------------------|
| ➤ Life insurance   | ➤ Retirement savings accounts | ➤ A range of listed ASX investments | ➤ Managed Investments                |
| ➤ Superannuation   | ➤ Investment bonds            | ➤ Pensions and annuities            | ➤ Standard margin lending facilities |
| ➤ Deposit products |                               |                                     |                                      |

### How I am paid

As the licensee, Guidance Group collects all advice fees and commissions. Guidance Group then pays the fees and commissions, less an agreed amount (the licensee fee), to my Practice. The licensee fee retained by Guidance Group can range between \$0 and \$15,000 (excluding GST) per annum. My Practice pays me out of the fees and commissions it receives from Guidance Group, after paying for normal business running expenses such as stationery, computer costs, professional fees, employees, vehicle etc.

At the time of providing advice, I will disclose the amounts that Guidance Group, the Practice, and I receive (if any) as a result of that advice.

## Client fee and payment options

Before providing advice, we will agree to the fees and payment options with you. The fee you pay will depend on the complexity of your circumstances and the services you require. Your options to pay for our services can include fee for service, commission, or a combination of both.

### Fee for service

Fee for service is based on the service we provide. This fee can be determined by:

- An hourly rate
- A fixed dollar amount

We can invoice you directly for our fee for service. Alternatively, some products allow an adviser service fee to be deducted from the balance of your investment.

### Commissions

Some product providers pay commissions to Guidance Group. The amount of commissions received will depend upon the type of product and the premium paid.

If we receive commissions as a result of recommending a product to you, we may reduce our fee for service. In the event that we reduce our fee for service in this manner and you decide not to proceed with our recommendations, or if your insurance policies are cancelled within the first 2 years of acceptance (in which case the insurer claims back all or some of the commission paid to us), we may invoice you directly for the cost of our service.

## Important relationships

In addition to the arrangements already disclosed in the FSG under 'Important relationships and other payments', Kellie Payne Financial Solutions also has an arrangement with:

- ATOM Accounting and Taxation, if you are referred by them to Kellie Payne Financial Solutions, a referral payment may be made to ATOM Accounting and Taxation. The referral fee will be calculated at 30% of any statement of advice fee or initial commission that is received by Kellie Payne Financial Solutions and the full details of any referral fee paid will be provided in your advice document. This is not an additional fee charged to you.

## My contact details

Postal address: PO Box 3657 CALOUNDRA DC QLD 4551  
Email: [kellie@kpfinancial.com.au](mailto:kellie@kpfinancial.com.au)  
Mobile: 0414 909 767