



**CAPITAL  
FOCUSED**  
PRIVATE WEALTH

## Financial Planner Profile

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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

The Authorised Entity is Capital Focused Pty Ltd, Corporate Authorised Representative of Lonsdale, Number 410974.

<b>Company name:</b>	Capital Focused Pty Ltd
<b>Business address:</b>	Level 4, 260 Queen Street, Brisbane QLD 4001
<b>Postal address:</b>	GPO Box 809, Brisbane QLD 4001
<b>Telephone:</b>	07 3177 1191
<b>Facsimile:</b>	07 3112 3952
<b>Email:</b>	admin@capfocus.com.au
<b>Web address:</b>	www.capitalfocused.com.au

The individual financial planner appointed by this practice to provide the service is:

#### **Michael Kennedy**

Authorised Representative of Lonsdale, Number 411079

Michael has the following qualifications, memberships and experience:

- Master of Financial Planning
- Advanced Diploma of Financial Services (Financial Planning)
- Financial Planner AFP®
- SMSF Specialist Advisor (SSA™) – SMSF Association

Michael Kennedy has been helping individuals, their families and businesses achieve their financial goals in Australia since 2002. Michael previously was a senior financial planner with National Australia Bank and prior to that worked with Macquarie Bank.

## 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.

- **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 Capital Focused, 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 Capital Focused 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) start from \$550 for a limited advice plan and vary, depending on scope and complexity of the advice provided.

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.

### Financial planning implementation fee

You may be charged a fee based on the time spent implementing the recommendations and strategies. The current hourly base rate is \$330 per hour.

The implementation fee starts at \$1,100 but 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.

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 planner service fee – ongoing

This fee may be charged depending on the type of ongoing review service provided to you.

This will be agreed in advance with your financial planner and may be paid annually, monthly or as per your agreement. This fee is a fixed dollar amount that is based on a combination of factors such as the amount you elect to invest, the complexity of the structure involved, the number and types of investments and the level of ongoing service that is required.

To ensure that your situation is reviewed on an ongoing basis, clients are encouraged to take up an ongoing review service. A regular review will compare the performance of your strategy to the performance of local and international markets, provide an overview of the current superannuation and taxation laws, as well as the impact that any changes to your own personal and financial circumstances may have on your overall plan. Generally, if you agree to an ongoing financial planner service fee, you will sign a client service agreement which sets out the services that will be provided together with the cost. At all times, Capital Focused reserves the right to adjust the ongoing financial planner service fee depending on the services used.

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

The minimum ongoing fee payable is \$550 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 Capital Focused to provide you with once-off strategic or placement advice only, you may be charged an hourly rate of \$330 per hour.

## 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.

Lonsdale will retain 5 per cent of this premium before paying the balance to Capital Focused. Where this occurs, any commissions retained by Lonsdale will be disclosed in your SoA.

## Overseas Disclosures

In order to facilitate the provision of financial services, para-planning and other administrative services for you, your financial adviser utilises a service provider located in the Philippines.

Accordingly, your personal information will likely be accessed from this overseas location. Any overseas disclosure of your personal information to enable these services to be provided does not affect our commitment to safeguarding your privacy, and we will take reasonable steps to ensure that any overseas recipient complies with Australian privacy law.