BlueRock

BlueRock

Private Wealth

Business Profile

&

Financial Services Guide

Blue Rock Private Wealth Pty Ltd is a Corporate Authorised Representative of BR Advice Pty Ltd (AFSL 488655).

Since 2008 - Entrepreneurial Advisory Firm

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About BlueRock

We started our journey on 1 July 2008 with 8 staff. BlueRock was created to partner with entrepreneurial business owners & families who want exceptional people doing exceptional things. We continue to evolve in that state of mind.

We are an entrepreneurial advisory firm that helps our clients in all aspects of running their business and personal wealth. Whether it's providing tax and accounting advice, creating a lease, financing and building a start-up, creating a digital strategy for growth or planning a wealth creation strategy.

Our team now comprises over 160 staff across 10 divisions. We understand that there is a direct correlation between the ilk of our people, and client outcomes and experience.

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Leveraging Our Community

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BlueRock Private Wealth was formed in early 2014 as the third division of the BlueRock community.

Our passion lies in becoming a trusted partner in our client's lives. We are free from the shackles of being linked to a financial institution, we embrace technology, and we are unwavering in our quest to deliver market leading financial advice.

Our process starts and finishes with your goals. A deep dive into the specifics, and more importantly, why they are important to you. This is followed by the formation of a strategic plan focused on execution, across all aspects of your world.

Our holistic approach to financial advice, means we leave no stone unturned to deliver you peace of mind about your family's financial future.

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Goals Based Financial Planning

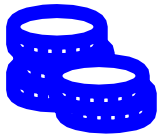
The essence of what financial advice was meant to be. Strategic guidance and a financial roadmap, linked to your goals.

Superannuation

In house expertise in all aspects of superannuation ensures we proactively leverage its tax efficient super powers.

Investment Advice

Collaborate on an investment strategy that marries your financial goals with your risk appetite. We are self licensed and not beholden to anyone but our clients



Cashflow

We can help you formulate a cashflow strategy linked to your strategic plan, and help you track your progress via smart technology.

Life Insurance

You cant insure for the emotional impact of an unexpected life event, but you can buy financial peace of mind for your business and family.

Estate Planning

The right assets, to the right people, at the right time. We project manage the intricacies of your Will and Business Succession plan to make the complex feel simple.

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Your Private Wealth Advisory Team

Adam Morse CFP®
Managing Director

Leigh Fernando CFP®
Director

Daniel Zaffino
Financial Adviser

Samantha Durdin CFP®
Financial Adviser

Lauren Isles
Associate Adviser

Susan Hong
Associate

Nicholas Siemensma
Senior Associate Adviser

Ryan Williams
Senior Associate

Shannon Williams
Associate

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Your Life Insurance Team

Neil Jackson
Senior Life Insurance Adviser

Clint Hindle
Senior Life Insurance Adviser

Kaitlin Beattie
Client Service Co-Ordinator
Life Insurance

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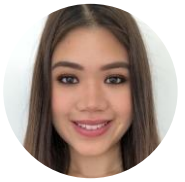
Your Client Services & Operations Team

We are a team of wealth management professionals dedicated to delivering peace of mind for our clients via the provision of tailored financial advice. The skill set across our team gives us the capacity to focus our attention on our own individual strengths and specialisations rather than trying to be all things, to all people. Our advisory team primarily focuses on client relationships and the formation and oversight of our client's unique financial plans, whilst our clients service team ensures our advice is meticulously implemented.

Richie Goodey
Wealth

Brigitta Nadya
Wealth



Bernadine Ophelia
Wealth

Kate Festini
Practice Manager

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Our Values

Be Relentless

In finding a great solution and being the best we can be

Be Proactive

In supporting each other and our clients

Be Responsible

For our decisions, and our mistakes

Be Honest

In the way we communicate - be a straight talker

Be Innovative

In everything we do - look for better ways to get the job done

Be Positive

Look for opportunities to have fun and have strong meaningful relationships

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Private Wealth
Financial Services Guide

Licensee
BR Advice Pty Ltd
(AFSL 488655)

Authorised Representative
Blue Rock Private Wealth
(ASIC# 452733, ABN 95 166 927 055)

Address
Level 16 414 Latrobe St
Melbourne VIC 3000

Version
30 April 2020

Blue Rock Private Wealth acts on behalf of BR Advice which is responsible for the services that they provide. This FSG is authorised for distribution by BR Advice.

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Why Am I Receiving This Document?

This Financial Services Guide (FSG) will help you decide whether to use the services that are offered by Blue Rock Private Wealth Pty Ltd. It contains information about:

- The services we offer and their cost
- Any conflicts of interest which may impact the services
- How we and your financial adviser are remunerated
- How we deal with complaints if you are not satisfied with our services.

Who is BR Advice?

BR Advice Pty Ltd was established by BlueRock on May 1 2016 and holds an AFSL - Australian Financial Services Licence (488655), which has been issued by the Australian Securities and Investments Commission (ASIC).

BR Advice is required to comply with the obligations of the Corporations Act and the conditions of its licence. This includes the need to have adequate compensation arrangements in place with a Professional Indemnity insurer for the financial services that it and its current and past representatives provide.

What Services Do We Provide?

We are authorised to provide personal advice and dealing services in the following areas:

- Strategic Financial Planning & Advice
- Superannuation and SMSF
- Retirement planning
- Portfolio Management
- Managed investments
- Securities (direct shares)
- Personal Disability & Life Insurance
- Business & Key Person Life Insurance
- Estate Planning
- Margin Lending facilities

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The Financial Advice Process

We recognise that the objectives and personal circumstances of each client are different. What is right for one client may not be right for another. Where we provide personal advice, we will listen to you to understand your objectives and circumstances. We will also ask questions and utilise our professional experience to make sure we provide advice which is in your best interests.

When we first provide personal advice to you it will be explained thoroughly and documented in a Statement of Advice which you can take away and read.

The Statement of Advice will explain the basis for our advice, the main risks associated with the advice, the cost to you of implementing the advice, the benefits we receive and any conflicts of interest which may influence the advice.

For financial products, such as administration platforms, managed funds and personal risk insurance products we will provide you with a Product Disclosure Statement. This contains information to help you understand the product being recommended.

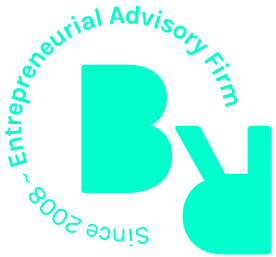
At all times you are able to contact us and ask questions about our advice and the products we recommend. You can provide instructions to us in writing, via phone or via email.

We may provide further advice to you to keep your plan up to date for changes in your circumstances, changes in the law and changes in the economy and products. If we provide further advice it will typically be documented in a Record of Advice which we retain on file. You can request a copy of the RoA document at any time up to 7 years after the advice is provided.

The specific stages of our initial and ongoing full advice process are outlined on the following page. In circumstances where we are engaged to provide specific advice, we will propose a varied engagement process focused on achieving that specific objective.

A Fee Disclosure Statement (FDS) will be issued to you in instances where you enter into an ongoing fee arrangement with us. 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 two years if you have entered an ongoing fee arrangement. The Renewal Notice will give you the option of renewing the ongoing fee arrangement.



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Our Process & Fees

Discovery Phase

We appreciate that the relationship you establish with your advisory team will shape your future and should be one that enhances your life, and that of your family. Therefore, it is vitally important that this relationship be built on strong foundations, coupled with mutual respect and understanding.

Our discovery phase encompasses the first two meetings of our unique client process and is centred around discussing the past, your present state, and ideal future.

We do this by exploring your current circumstances with you in detail, defining and documenting your goals, estimating your family expenditure profile and identifying the areas of your current financial strategy which present opportunities and risks.

Fees for this stage range from **$1,100 - $2,750 inclusive of GST** pending scope and complexity.

Our aim is to add value during this phase irrespective of whether you engage further.

Advice & Implementation Phase

During our discovery phase, we will provide you with an Engagement Letter which will detail our proposed scope of service and advice, and propose a fixed fee to proceed.

This phase generally involves 4-6 meetings over 3-6 months and considers all aspects of your financial position. Some elements of work may require additional and engagement.

Fees for this stage typically range from **$5,500 - $16,500 inclusive of GST** pending scope and complexity.

Ongoing Wealth Management Program

Once our initial advice is implemented we will typically provide you with ongoing advice and services to help you stay on track and to monitor your progress.

We do this by way of a 'Wealth Management Program'. The program includes a schedule of activities based on the complexity, and appropriate contact points to keep you disciplined, maximise opportunities, address new needs and challenges, and assess your progress towards your goals.

Our Ongoing Fees are based on both the complexity of the work involved on a year to year basis, but generally range between **$5,500 - $16,500 inclusive of GST** per annum.

Where we are also responsible for advising upon an investment portfolio for you, along with implementing and maintaining appropriate personal life and disability insurance policies, we will also receive remuneration for those services, which will typically result in a discounted Ongoing Wealth Management Program fee.

The services and fees will be set out in the Statement of Advice that we provide to you.

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Associations that may be capable of influencing the advice

Blue Rock Private Wealth Pty Ltd is a partially owned subsidiary of Everything is Awesome Ltd. Everything is Awesome Ltd also has an ownership in BlueRock Australia Pty Ltd, BlueRock One Pty Ltd, BlueRock Law Pty Ltd, BlueRock Books Pty Ltd and BlueRock General Insurance Pty Ltd.

From time to time Blue Rock Private Wealth Pty Ltd may recommend you use the accountancy, taxation, finance, general insurance, bookkeeping or estate planning related services of persons who are also owned by the Blue Rock Private Wealth Pty Ltd parent company, Everything is Awesome Ltd.

You are free to engage your own preferred professionals. The Directors of Blue Rock Private Wealth Pty Ltd do not receive any direct remuneration or benefit as a result of these referrals but do have a financial interest in Everything is Awesome Ltd. Where you are referred to a related entity by your adviser and take up the services of that business, the Directors and shareholders share in profits from these relationships as part of the profits from their shareholding in Everything is Awesome Ltd.

Managed Discretionary Account service

Your adviser may recommend that you invest in our Managed Discretionary Account (MDA) service. Blue Rock Private Wealth are authorised to provide this service through Mason Stevens Limited (ABN 91 141 447 207, AFSL 351578). We will provide you with a separate Financial Services Guide issued by Mason Stevens and an investment mandate outlining this arrangement for the MDA service, if this service is appropriate for you.

Blue Rock Private Wealth may earn an investment management fee based on a client's investment balance in an investment product administered by Mason Stevens via the MDA service. This amount ranges from between 0.44% and 0.88% per annum (including GST) of the amount invested in the product. For example, up to $88 of a $10,000 investment balance. This investment fee is paid for by you out of your investment balance and Blue Rock Private Wealth receive 100% of it.

Investments offered via the MDA service are researched and selected by the Blue Rock Investment Committee made up of a representative from Blue Rock Private Wealth, a representative from Mason Stevens, and two external investment experts.

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Commissions

Whilst we are predominantly remunerated on a fee for service basis (as outlined on previous pages), there are some financial products from which we may receive commissions and other benefits, such as for the implementation of Life Insurance.

The commission will vary depending on the product or service which is recommended. You will be advised of the exact amount in the SoA or RoA and we will always fully discuss how these remunerations structures work as part of our engagement with you.

Investment Commissions

We generally elect not to receive 'commissions' for investment products. If there is an exception to this, we will discuss, disclose and agree to this as part of our advice process.

Life Insurance Commissions

Life insurance product providers pay Blue Rock Private Wealth Pty Ltd upfront and ongoing commissions if you proceed with a life insurance product one of our advisers recommends you. The upfront commission payable to Blue Rock Private Wealth for advising on and implementing life insurance financial products for you can range between 30% and 66% of your annual premium, while ongoing commission is set at 22% of the annual premium.

For example, on an insurance premium of $1,000 that pays 66% upfront commission and 22% ongoing commission, the upfront commission is $660 and the ongoing commission is $220 per annum.

You may choose to pay fee for service for insurance advice and have the commissions rebated to you. The minimum fee for this service is $1,650 including GST.

Other Benefits

We may also receive additional benefits by way of sponsorship of education seminars, conferences or training days. Details of any benefits received above $100 will be maintained on a register which is available to you on request.

Adviser Remuneration

Your financial adviser is an employee of Blue Rock Private Wealth and is paid a salary. They may also receive a performance bonus which is based on a number of key performance indicators across the business.

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Referral Fees and Commissions

As per our objective to reduce conflicts in how we engage and advise our clients, we do not receive any referral fees for introducing you to internal or external specialist advisers. In some situations Blue Rock Private Wealth does share remuneration to external parties who have referred you to us. You will be advised of the referral arrangements in the SoA provided to you.

Associated Businesses

Blue Rock Private Wealth may refer you to the accounting, tax or other business services provided within the BlueRock community. We do not share remuneration with other BlueRock divisions.

Conflicts of Interest

Your financial adviser may recommend investments in shares that they hold or may hold in the future. You will be advised where a conflict of interest may exist and how the conflict will be managed.

Wholesale Clients

In some circumstances, we may provide services to you as a wholesale client. We will seek your consent before providing services to you as a wholesale client as our advice process and solutions we can provide differ to the 'retail' advice process.

Making a Complaint

We are members of the Australian Financial Complaints Authority (AFCA). If you have a complaint about the service provided to you, then you should take the following steps:

1. Contact your adviser and tell your adviser about the complaint.
2. If your complaint is not satisfactorily resolved within 3 business days, please contact the Complaints Officer for the BR Advice Pty Ltd on 03 8682 1111, or put your complaint in writing and send it to us at 16/414 La Trobe St, Melbourne VIC 3000. We will act to resolve your complaint quickly and fairly.
3. If you do not achieve an outcome that is satisfactory to you within 45 days then you have the option of contacting AFCA which provides an external dispute resolution scheme. Their contact details are: GPO Box 3, Melbourne VIC 3001, phone: 1800 931 678, email: info@afca.org.au, website: www.afca.org.au. AFCA will be able to advise you whether or not they are able to be of assistance in the matter. This service is provided free of charge.

PI Arrangements

BR Advice Pty Ltd has professional indemnity insurance in place which meets the requirements of Section 912B of the Corporations Act and provides cover for any errors or mistakes relating to the financial planning services BlueRock Private Wealth provide to you.

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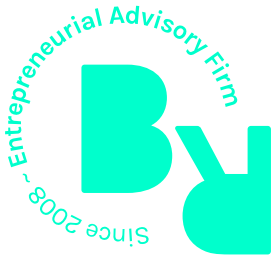
Your Privacy

We are committed to protecting your privacy.

We have a Privacy Policy which sets out how we collect, hold, use and disclose your personal information. It also sets out how you can access the information we hold about you, how to have it corrected and how to complain where you are not satisfied with how we have handled your personal information.

Our Privacy Policy is available on request and on our website.

In order to manage workflows necessary to meet our service commitments, our office may engage third party service providers (whom operate either locally or offshore) when required. In the event this occurs, our office is satisfied those third parties meet all Australian Privacy Law obligations as set out under the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APP standards).



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Thank you for taking the time to engage with BlueRock Private Wealth and for the opportunity to work with you.

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