

# Financial Services Guide

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

# Financial Services Guide

## Part One

Licensee

BR Advice Pty Ltd  
(AFSL 488655)

Authorised Representative

Blue Rock Private Wealth Pty Ltd  
(ASIC 452733, ABN 95 166 927 055)

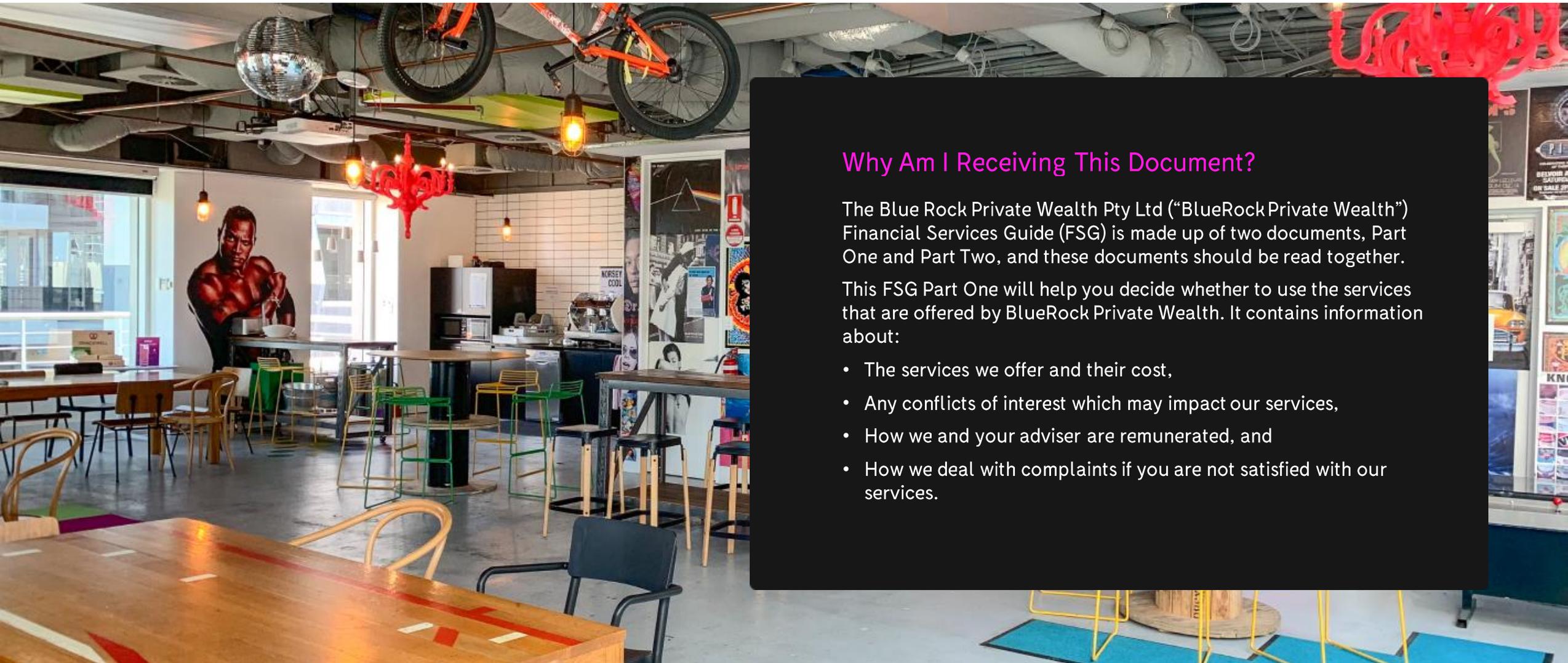
Address

Level 16, 414 La Trobe St  
Melbourne VIC 3000

Version

1 August 2021

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



## Why Am I Receiving This Document?

The Blue Rock Private Wealth Pty Ltd (“BlueRock Private Wealth”) Financial Services Guide (FSG) is made up of two documents, Part One and Part Two, and these documents should be read together.

This FSG Part One will help you decide whether to use the services that are offered by BlueRock Private Wealth. It contains information about:

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

## Who is BR Advice?

BR Advice Pty Ltd (“BR Advice”) 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.

References within this document to “we”, “our” or “us” are references to Blue Rock Private Wealth Pty Ltd and BR Advice Pty Ltd.

## Lack of Independence

We may receive fees or commissions from products or product providers, which is outlined in more detail further in this document. Where we provide advice in relation to managed discretionary account products (MDA product), we are authorised by the issuer of that MDA product to provide advice to you. For these reasons, we are not able to refer to ourselves as “independent”, “impartial” or “unbiased”.

## What Services Do We Provide?

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

- Strategic Financial Planning advice
- Superannuation including Self Managed Superannuation Funds (SMSF)
- Retirement planning
- Portfolio management
- Managed investments
- Securities (direct shares)
- Margin lending facilities
- Personal disability & life insurance
- Business & key person life insurance
- Estate planning



## Our Advisory Process

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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 Terms of Engagement will be issued in order to confirm any ongoing services and fee arrangements, which is renewed on an annual basis.

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.

All advice fees and commissions are required to be paid to BR Advice as the licensee. Your adviser will discuss and agree with you the services and any associated fees.





## Our Advisory Process

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### 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 can 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 a Terms of 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 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. We will provide you with a Terms of Engagement Letter which will detail our proposed scope of service and associated fees.

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.

### 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.



## Associated Businesses

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

You are free to engage your own preferred professionals. The Directors of BlueRock Private Wealth 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 a Managed Discretionary Account (MDA) service. BlueRock 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.

BlueRock 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 BlueRock 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 BlueRock Private Wealth, a representative from Mason Stevens, and two external investment experts.



## AIA Health

If we refer you to AIA Health Insurance, BlueRock Private Wealth may be paid a referral fee equal to 20% of the first year's premium of any health insurance policy that may be purchased. This is not an additional cost to you and will only be received in the event of you transacting with AIA Health.

BlueRock Private Wealth and BR Advice are not authorised to recommend Health Insurance and you will need to make your own decisions regarding the appropriateness of this product.

## Victorian Automotive Chamber of Commerce

If you are referred to BlueRock Private Wealth by representatives of the Victorian Automotive Chamber of Commerce (VACC) we may pay to VACC a referral fee equal to 30% of the first year's premium of any personal insurance policy that may be purchased. This is not an additional cost to you.

## Property Advocacy

If we refer you to a property advocate, BlueRock Private Wealth may be paid a fee equal to \$2,000 which will cover the cost of our involvement in order to facilitate a smooth and transaction on your behalf. Like all matters relevant to our client's financial strategy, our involvement will help ensure the outcome aligns to your objectives and we will act as a sounding board for you throughout the process. This is not an additional cost to you and will only be received in the event of you transacting with the property advocate.

Your adviser, BlueRock Private Wealth Pty Ltd and BR Advice Pty Ltd do not provide real estate and property advice, and you will need to make your own decisions regarding the appropriateness of the property.

## 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.



## Commissions

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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. 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 BlueRock Private Wealth Pty Ltd upfront and ongoing commissions if you proceed with a life insurance product one of our advisers recommends you.

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The upfront commission payable to BlueRock 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.

We may also receive upfront commissions for additional cover to your existing insurance product up to 130% of your annual premiums with ongoing commissions up to 33% of the annual premium.

### 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 adviser is an employee of BlueRock 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.





## Your Privacy

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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).

## PI Arrangements

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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 issues relating to the financial planning services BlueRock Private Wealth provide to you.

## Making a Complaint

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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](mailto:info@afca.org.au), website: [www.afca.org.au](http://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.



# Financial Services Guide

## Part Two

Licensee  
BR Advice Pty Ltd  
(AFSL 488655)

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

Address  
Level 16, 414 La Trobe St  
Melbourne VIC 3000

Version  
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This FSG Part Two contains specific information about the individual Authorised Representatives (“financial advisers”) and contains information about:

- The financial advisers who are authorised to provide you with advice and services on behalf of BlueRock Private Wealth,
- Your financial adviser’s experience, qualifications and professional memberships, and
- How your financial adviser is remunerated.

## Who is BR Advice?

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

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- Superannuation including Self Managed Superannuation Funds (SMSF)
- Retirement planning
- Portfolio management
- Managed investments
- Securities (direct shares)
- Margin lending facilities
- Personal disability & life insurance
- Business & key person life insurance
- Estate planning



**Adam Morse** CFP®  
Managing Director  
Authorised Representative No. 319010

## Qualifications & Experience

- FASEA Exam, 2020
- Ethics and Professionalism in Financial Advice (Kaplan), 2020
- Certified Financial Planner of Financial Planning Association, 2012
- Self-Managed Superannuation Funds (Kaplan), 2012
- Certified Life Risk Specialist (Financial Planning Association of Australia Limited), 2011
- Corporate Bond Advisory Accreditation (FIIG – Fixed Income Specialists)
- Diploma of Financial Services (Financial Planning) at Kaplan, 2007
- Bachelor of Business in Accounting (Professional Recognition) and Economics/Finance at Swinburne University of Technology, 2005

## Services & Products

Adam is authorised to advise on the following products and services:

- Deposit and Payment Products
- Government Debentures, Stocks or Bonds
- Life Products
- Managed Investment Schemes
- Retirement Savings Account Products
- Securities
- Superannuation
- Margin Lending



**Carolina Sainovski**  
Private Client Adviser (Life Insurance)  
Authorised Representative No. 1272911

## Qualifications & Experience

- RG146 at Kaplan, 2018

## Services & Products

Carolina is authorised to advise on the following products and services:

- Life Products
- Superannuation



## Daniel Zaffino

Private Client Adviser (Strategic Advice)

Authorised Representative No. 455635

### Qualifications & Experience

- FASEA Exam, 2020
- Ethics and Professionalism in Financial Advice (Kaplan), 2020
- Master of Financial Planning at University of New South Wales, 2015
- Bachelor of Commerce at Deakin University, 2013

### Services & Products

Daniel is authorised to advise on the following products and services:

- Deposit and Payment Products
- Government Debentures, Stocks or Bonds
- Life Products
- Managed Investment Schemes
- Retirement Savings Account Products
- Securities
- Superannuation



**Gareth de Maid** CFP®  
Director (Investment)  
Authorised Representative No. 1244897

## Qualifications & Experience

- Certified Financial Planner of Financial Planning Association, 2005
- Graduate Diploma of Financial Planning at Securities Institute, 2004
- Bachelor of Arts and Economics at La Trobe University, 2001

## Services & Products

Gareth is authorised to advise on the following products and services:

- Deposit and Payment Products
- Government Debentures, Stocks or Bonds
- Managed Investment Schemes
- Retirement Savings Account Products
- Securities
- Superannuation





## Lauren Isles

Private Client Adviser (Strategic Advice)

Authorised Representative No. 461247

### Qualifications & Experience

- FASEA Exam, 2021
- Master of Financial Planning at Griffith University, 2021
- Graduate Certificate in Financial Planning at Griffith University, 2019
- Diploma of Financial Services at International Institute of Technology, 2012

### Services & Products

Lauren is authorised to advise on the following products and services:

- Deposit and Payment Products
- Government Debentures, Stocks or Bonds
- Life Products
- Managed Investment Schemes
- Retirement Savings Account Products
- Securities
- Superannuation





**Leigh Fernando** CFP®  
Director (Strategic Advice)  
Authorised Representative No. 454076

## Qualifications & Experience

- FASEA Exam, 2020
- Ethics and Professionalism in Financial Advice (Kaplan), 2020
- Certified Financial Planner of Financial Planning Association, 2015
- Graduate Diploma of Financial Services (Financial Planning) at Kaplan, 2014
- Graduate Certificate in Applied Finance at Kaplan, 2013
- Bachelor of Business at Swinburne University of Technology, 2005

## Services & Products

Leigh is authorised to advise on the following products and services:

- Deposit and Payment Products
- Government Debentures, Stocks or Bonds
- Life Products
- Managed Investment Schemes
- Retirement Savings Account Products
- Securities
- Superannuation



## Neil Jackson

Private Client Adviser (Life Insurance)

Authorised Representative No. 1273378

### Qualifications & Experience

- Diploma of Financial Planning at Integrity Education Group, 2017

### Services & Products

Neil is authorised to advise on the following products and services:

- Deposit and Payment Products
- Retirement Savings Account Products
- Government Debentures, Stocks or Bonds
- Superannuation
- Life Products



**Nicholas Siemensma**  
Private Client Manager (Investment)  
Authorised Representative No. 1252150

## Qualifications & Experience

- FASEA Exam, 2021
- Diploma of Financial Planning at Kaplan, 2016
- Bachelor of Commerce (Finance) at Deakin University, 2015

## Services & Products

Nicholas is authorised to advise on the following products and services:

- Deposit and Payment Products
- Government Debentures, Stocks or Bonds
- Life Products
- Managed Investment Schemes
- Retirement Savings Account Products
- Securities
- Superannuation





**Samantha Durdin** CFP®  
Private Client Adviser (Strategic Advice)  
Authorised Representative No. 466447

## Qualifications & Experience

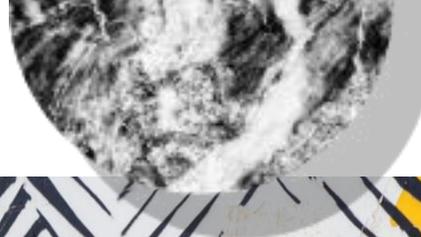
- Ethics and Professionalism in Financial Advice (Kaplan), 2020
- Certified Financial Planner (Financial Planning Association of Australia Limited), 2017
- Graduate Diploma of Financial Planning at Kaplan, 2014
- Diploma of Financial Services (Financial Planning) at Finsia, 2008

## Services & Products

Samantha is authorised to advise on the following products and services:

- Deposit and Payment Products
- Government Debentures, Stocks or Bonds
- Life Products
- Managed Investment Schemes
- Retirement Savings Account Products
- Securities
- Superannuation





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

[brpw@thebluerock.com.au](mailto:brpw@thebluerock.com.au) | 03 8682 1116 | BlueRock Private Wealth |  
Level 16, 414 La Trobe Street Melbourne VIC 3000