

FINANCIAL SERVICES GUIDE

V1.10 JULY 2021

FINANCIAL SERVICES GUIDE

Licensee

MY DEDICATED ADVISORY

ABN: 30 610 561 263

Australian Financial Services Licence (AFSL) Number: 485683

Website: www.truepride.com.au

Address: Level 1, 110 Church Street HAWTHORN VIC 3122

Version:

1 July 2021, v1.10

Authorised for distribution by My Dedicated Advisory Pty Ltd

WHY AM I RECEIVING THIS DOCUMENT?

This Financial Services Guide (FSG) will help you decide whether to use the services that we* offer.

*In this document "we" refers to True Pride and your Financial Adviser.

This FSG contains information about:

- My Dedicated Advisory
- The services we provide and their cost
- Your Financial Adviser
- The financial advice process
- How to make a complaint
- Privacy
- Our fees
- Commissions we may receive

When we provide you with a financial planning service you may receive:

- A Statement of Advice (SoA) or Record of Advice (RoA) which documents the advice we provide to you.
- A Product Disclosure Statement (PDS) which explains the products we have recommended.
- A Fee Disclosure Statement (FDS_ is an annual document that sets details about the fees charged, services you were entitled to, and services provided from the last 12 months.

The FDS also includes information about the fees to be charged and services provided for the coming year and seeks your consent to renew our ongoing services.

Not Independent

My Dedicated Advisory Pty Ltd receives commissions from life insurance products. As such we are not able to refer to ourselves as 'independent', 'impartial' or unbiased'.

MY DEDICATED ADVISORY

My Dedicated Advisory holds an Australia Financial Services Licence (485683) which has been issued by the Australian Securities and Investments Commission (ASIC)

My Dedicated Advisory 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 representatives provide.

WHAT SERVICES DO WE PROVIDE?

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

- Wealth creation strategies
- Super strategies
- Retirement Planning
- Life Insurance Advice
- Estate Planning Strategies
- Debt reduction strategies
- Aged Care Strategies
- Cash Flow Management
- Tax (Financial) Advice

We are authorised to arrange and deal in the following financial products:

- Deposit and payment products
- Debentures, stocks and bonds
- Life Insurance
- Superannuation
- Retirement income streams including pension and annuities
- Managed investments
- Investor directed portfolio services
- Securities
- Margin Lending facilities

YOUR FINANCIAL ADVISER

True Pride Pty Ltd, ABN: 35 610 273 357 tradings as True Pride has been appointed as a Corporate Authorised Representative (CAR No. 1240844) of My Dedicated Advisory.

The following experienced Advisers have been appointed as Authorised Representatives of My Dedicated Advisory.

We act on behalf of My Dedicated Advisory, who is responsible for the services that we provide



Craig Bigelow **Founder/Insurance Specialist**

Bachelor of Business, Australian Catholic University

Craig is the founder and head insurance expert at True Pride. Starting out in the financial planning space back in 2003 as a work experience kid as part of his university degree. All these years later, Craig is a self-confessed insurance nerd and is on a mission to simplify the world of insurance to help provide peace of mind for you and your family.

Outside of work, Craig can be found out and about with his fiancée Carly and Ace their choccie lab as well as learning the craft of Jiu-Jitsu having recently earned his Blue Belt.

Recently Craig was Awarded the IFA Risk Adviser of the Year 2020 as well as being shortlisted as a Finalist for Innovator of the Year.

**Authorised Representative
Number: 285015**

"I'm here to take care of your family if you can't"
- Craig

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 to make sure we address all issues.

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

The SoA 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 managed funds and personal risk insurance, 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 the advice and investments/insurances recommended.

You can provide instructions to us in writing, via phone or via email. Please note you are responsible for ensuring your instructions do however reach us.

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 (RoA) which we retain on file for at least seven (7) years, which can be requested at any time.

MAKING A COMPLAINT

We endeavour to provide you with the best advice and service at all times.

If you are not satisfied with our services, then we encourage you to contact us.

You can contact us by using the details below:

The Complaints Office - True Pride
Level 1, 110 Church Street
HAWTHORN VIC 3122
Email: admin@truepride.com.au
Phone: 03 9111 2635

We will endeavour to resolve your complaint within 30 days of receiving your complaint. If you are not satisfied with our response to your complaint, you may lodge a complaint with the Australian Financial Complaints Authority (AFCA) for an independent review of your matter.

AFCA is a free and independent external dispute resolution service.

Their details are as follows:

Australian Financial Complaints Authority
GPO Box 3, MELBOURNE VIC 3001

Email: info@afca.org.au

Website: www.afca.org.au

Phone: 1300 931 678

You may also contact ASIC on 1300 300 630 (free call info line) to make a complaint and obtain info about your rights.

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. You can request a copy of our Privacy Policy from your adviser or find it on our website.

We will collect personal information from you so that we can understand your personal situation and provide you with advice which meets your needs and objectives.

We will also collect information from you to meet our obligations under the Anti-Money Laundering and Counter-Terrorism Financing Act.

We will generally collect this information directly from you however in some cases we will seek your authority to collect it from other parties such as your accountant or your superannuation fund.

If you do not provide us with all the information that we request, we may not be able to provide our services to you.

We will hold and use your personal information so that we can continue to provide our services to you. We will only disclose your personal information to external parties where:

- The law requires us to do so
- You consent for us to do so

Our Privacy Policy contains further information on 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.

If you have any issue relating to your personal information you can contact the Privacy Commissioner.

Their details are as follows:

The Privacy Commissioner
GPO Box 5218, Sydney NSW 2001

Email: privacy@privacy.gov.au
Phone: 1300 363 992

Our full Privacy Policy is available on our [website](#).

OUR FEES

All fees are payable to True Pride Pty Ltd Trading as True Pride. Your Financial Adviser is an employee and director/shareholder of True Pride and is paid a salary + distributions. They may also receive a profit share payment which is dependent on a range of factors, which may include revenue they generate for the practice.

Initial Advice Fee

The Initial Advice fee includes all appointments with you, our research of your current circumstances and financial products, the discovery of your goals and ambitions, the time we take to determine our advice, and the production of the Statement of Advice (SoA) that documents our advice to you.

We will agree on the fee with you at our first appointment. The fee we quote will be consistent with our obligations to only provide advice that is in your best interests and that meets our ethical obligations of representing fair value.

We have two types of solutions that we may provide you in the initial phase. These may be provided as a stand-alone solution or combined to meet your needs.

All fees are inclusive of GST:

Personal Protection Plan (Individual): from \$946

Personal Protection Plan (couple): from \$1,419

Ongoing Service Fee (Ongoing Advice Fee)

Once your recommended strategies are established and implemented, our clients typically request an ongoing advice relationship to ensure they stay on track.

As we receive ongoing payments from the insurance companies, generally, there is no additional cost to you (unless you have elected for our Fee For Service package)

The exact services and fees will be discussed and agreed, then confirmed with a Letter of Engagement.

Ongoing advice fees are based on each client's requirements and may vary. Please note that in certain circumstances we may need to charge outside of the fee range, based on the client's requirements. We renew the terms of engagement with you annually to ensure they remain fair.

Non-Monetary Benefits

We keep a register detailing certain nonmonetary benefits that we receive from product providers e.g. benefits valued up to \$300, and those that relate to genuine education or training and technology software or support.

WHAT COMMISSIONS DO WE RECEIVE?

Insurance Commissions

True Pride usually receives a oneoff upfront commission when you take out an insurance policy we recommend. This initial commission ranges between 30-66%.

We may receive commissions on increases or additions to existing policies put in place before 2018 of up to 130%, and between 88% to 66% for policies written after that time.

We also receive a monthly commission payment of 22% for as long as you continue to hold the policy (after the first anniversary of the policy).

For example, if your insurance premium is \$1,000, we may receive up to \$660 from the insurer upfront and \$220 p.a. paid monthly but it is at no additional cost to you.

Contact details

Please get in touch, we'd love to hear from you.

You will be advised of the exact amount in the SoA or RoA before proceeding with our advice, and each recommendation that we make will be in your best interests as required under the law.

Business Interests

Nil.

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