



# Financial Services Guide

This Financial Services Guide was prepared on 22 October 2021 and its distribution is authorised by Bell Financial Services Pty Ltd

# FINANCIAL SERVICES GUIDE

You have the right to ask us about our charges, the type of advice we will provide you, and what you can do if you have a complaint about our services.

This Financial Services Guide (“FSG”) is intended to inform you of certain basic matters relating to our relationship, prior to us providing you with a financial service. The matters covered by the FSG include who we are, how we can be contacted, what services we are authorised to provide to you, how we (and any other relevant parties) are remunerated, details of any potential conflicts of interest, and details of our internal and external dispute resolution procedures, along with how you can access them.

It is intended that this FSG should assist you in determining whether to use any of the services described in this document.

You should also be aware that you are entitled to receive a Statement of Advice when we first provide you with personal advice, (advice that takes into account your objectives, financial situation and needs). The Statement of Advice will contain the advice, the basis on which it is given and information about fees, commissions and associations which may have influenced the provision of the advice.

If our representative provides further advice to you and your personal circumstances have not significantly changed, and that further advice is related to the advice we provided to you in a previous Statement of Advice and we do not give that further advice to you in writing, you may request a copy of the record of that further advice at any time up to 7 years from the date our representative gave the further advice to you.

You can request the record of the advice by contacting the representative or us in writing or by telephone or by email.

In the event we make a recommendation to acquire a particular financial product (other than securities), we must also provide you with a Product Disclosure Statement (‘PDS’) containing information about the particular product, which will enable you to make an informed decision in relation to the acquisition of that product. Where we recommend a ‘Platform’ or ‘Wrap Account’ or ‘Masterfund’ you will be given a PDS for that product and, in addition, you will be given what is referred to as a ‘Short Form PDS’ which provides information about the particular managed funds we have recommended.

# 1. Who will be providing the financial service to you?

Bell Financial Services is the holder of an Australian Financial Services License (Number 341989). Bell Financial Services was established in November 2009 with a view to set up a financial planning business that is privately owned and therefore not subject to the conflicted forces associated with institutionally owned financial planners. Our aim is to provide un-conflicted advice that is in the client's best interest.

## Licensee Details:

Name: BELL FINANCIAL SERVICES PTY LTD  
ABN: 45 138 853 488  
AFSL: 341989

## Head Office:

116-118 Johnston Street  
Southport Queensland 4217

## Contact Details

Tel No: 0755 279064  
Email: [tony@bellfs.com.au](mailto:tony@bellfs.com.au)

## Website:

[www.bellfs.com.au](http://www.bellfs.com.au)

## Legislative Notice:

We cannot call ourselves independent. Here is the reason why.

The law makes it exceedingly difficult for most advisers to say they are independent, unbiased, or impartial, even if they are not in any way linked to a financial product provider (like a bank).

If, for example, an adviser gets paid a commission to help a client arrange some insurance they are automatically prohibited from calling themselves independent. Most advisers who receive those commissions charge their clients extraordinarily little (if anything) for the advice or the help they provide putting a policy into place. From time to time, we receive these commissions.

So, although we always put your interests before ours when giving advice we cannot (by law) call ourselves independent, unbiased, or impartial.

# 2. Who will be your adviser?

Your adviser will be Anthony Bell, a director and principal of Bell Financial Services Pty Ltd.

Anthony Bell holds a Diploma of Financial Advising from the Securities Institute of Australia. A Bachelor of Business in Accounting from Southern Cross University and he is a Senior Associate Member of the Financial Services Institute of Australia.

### 3. What kinds of financial services are you authorised to provide to me? And what kinds of products do those services relate to?

Bell Financial Services can offer you the following services:

- Financial Planning Strategies
- Retirement Planning Strategies
- Life Insurance Strategies
- Superannuation Strategies

Bell Financial Services is licensed to provide advice on, and deal in, the following financial products.

- Deposit Products
- Government Debentures, Stocks & Bonds.
- Life Insurance Investment Products.
- Life Insurance Risk Products.
- Managed Investment Schemes, including IDPS.
- Securities.
- Retirement Savings Account Products; and
- Superannuation Products including Self-Managed Superannuation Funds.

We can advise you in respect of Securities, but we are not able to place Securities transaction requests directly into the market. However, we can provide electronic instructions to a stockbroker who will arrange for the purchase or sale of securities on your behalf.

#### Portfolio Review:

Internal databases are maintained detailing client's investments that were recommended by Bell Financial Services. This does not constitute portfolio monitoring. Portfolios are reviewed according to your client services agreement. This may include a review on a quarterly, half yearly or annual basis, subject to your discretion.

### 4. Who do you act for when you provide me with financial services?

Anthony Bell acts for you, and Bell Financial Services is responsible for the financial services provided to you.

## 5. How will I pay for the service?

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### Initial Consultation

This meeting is important. It provides you with the opportunity to ask questions about our services. It also allows us to discover your current financial situation and your needs and objectives so that we can provide you with appropriate advice. The initial meeting may be free of charge. However, if general advice is provided an hourly fee will be charged.

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### Advice Preparation and Implementing the Strategy (Investment related advice)

When you engage our services, we will charge you a fee for service for the plan preparation. This fee can range between \$880 for basic advice and at times more than \$12,000 for complex advice. The fee charged depends on the time taken to complete the service, the degree of complexity and the level of expertise required to complete the service.

If you accept our advice, we will charge you a fee for the time taken to implement the advice. Implementation includes many tasks such as liaising with other professionals, completing application forms, photocopying documents, and keeping records on file, posting the forms to fund managers, providing electronic instructions to brokers, following up to make sure transactions are accurate and inputting investment data into our data base. The fee for this service can range between \$100 for basic advice and at times more than \$2,000 for complex strategies.

Bell Financial Services charges up to a maximum hourly rate of \$220 (Inclusive of GST).

Before we provide you with our Advice, we will request your consent to proceed. We will send you an engagement letter that outlines the scope of the advice and the advice preparation fee.

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### Ongoing Services (Investment related advice)

In most cases a financial plan deals with your long-term needs and objectives. With all long-term plans, the advice required is ongoing, strategic advice may need to be altered, portfolios require rebalancing, opportunities in the market arise and tax laws change.

We offer four different service packages for the ongoing review of your financial circumstances. This enables us to provide you with a service package that suits your needs. The fees charged for your ongoing service package depend on the time taken to complete the service, the degree of complexity and the level of expertise required. Fees for the ongoing services range between \$990 per year for a basic service and may be up to or more than \$15,000 per year for complex financial strategies and large investment amounts.

The fee for ongoing services will be outlined in Statement of Advice. Before we provide you with our ongoing services, we will request your consent to proceed. We will provide you with a client service agreement that outlines the services that we will provide, the fees for the service, and your obligations to the ongoing service.

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### Advice Preparation and Implementing the Strategy (Insurance related advice)

Life insurance advice is provided on a commission basis however we may charge you a fee for service where the provider does not pay a commission or if we have provided advice and you decline to proceed with the recommendations.

The issuers of life insurance products pay Bell Financial Services an initial commission. This commission, which can vary depending on the product and insurance company, is in a range of between 20% and 66% of your first year's premium.

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### [Ongoing Services \(Insurance related advice\)](#)

Life insurance strategies may require ongoing advice as your personal situation is likely change over time. Life companies pay an ongoing renewal commission. This ongoing remuneration is used to pay for some of the cost associated with providing you with ongoing insurance portfolio services such as portfolio reviews (if requested), administration requests and our claims mediation service. The commission, which can vary depending on the product and insurance company, is in a range of between 0% and 22% of your second and subsequent year's premium.

We may charge you a fee for service for ongoing life insurance advice where the life company does not pay a commission.

## 6. What remuneration will Bell Financial Services and your Adviser receive?

### [Fee for service](#)

At Bell Financial Services we provide investment related advice on a fee for service basis. The fees are split into an upfront fee, an implementation fee, and an ongoing fee.

The upfront fee is determined by applying an hourly rate of \$220 (Inclusive of GST) for the time taken to complete the advice service. We also allow for the level of expertise required, the complexity of your situation and our risk in providing you with advice. The implementation fee is based on the amount of time taken to place your investments, including the time taken and cost associated with keeping records of the transactions.

*For example: If you required complex retirement planning advice that included investment portfolio advice for \$500,000 of retirement savings, we would determine the length of time required to provide the advice, say 20 hours and our level of risk in providing you with the advice. In this case the upfront fee would be  $20 \times \$220 = \$4,400$  plus a risk premium of \$500. Therefore, the total upfront fee will be \$4,900. To implement the recommendations, it may take 2 hours plus fixed expenses of \$20. Therefore, the implementation cost would be  $2 \times \$220 = \$440$  plus \$20. Total implementation cost \$460.*

The ongoing advice fee will be determined by the ongoing advice package that suits your needs. Each advice package has various levels of ongoing service with the higher service packages offering reviews more frequently and requiring a greater level of adviser input. The fee for your ongoing service package will be calculated using an hourly rate of \$220 (Inclusive of GST). We also allow for the level of expertise required, the complexity of your situation and our risk in providing you with advice.

*For example: If you required ongoing management of your retirement project and it was determined that a review on a half yearly basis suited your needs, and each review took 8 hours to prepare and present to you we would charge you a fee of  $\$220 \times 16 = \$3,520$  plus a risk premium of \$500 = \$4,020 per annum paid on a monthly basis.*

### [Commissions](#)

#### [Insurance products](#)

The issuers of life insurance products pay Bell Financial Services an initial commission. This commission, which can vary depending on the product and insurance company, is in a range of between 20% and 66% of your first year's premium.

AND

The issuers of life insurance products pay Bell Financial Services an ongoing commission. This commission, which can vary depending on the product and insurance company, is in a

range of between 0% and 22% of your second and subsequent year's premium. This commission is paid each quarter to the licensee for as long as you hold the product.

*For example, if your first year's premium was \$500 and the initial commission was 88% Bell Financial Services will receive \$440. If your premium for the second and subsequent years was \$500, and the ongoing commission was 22% Bell Financial Services will receive \$110 per annum.*

Commissions are generally paid by the product issuer each quarter.

#### Stockbroking

Where we provide electronic instructions to a stockbroker to execute your buy/sell order Bell Financial Services will charge commission between 0% and 1.1% of the transaction amount. This amount is in addition to the online brokerage cost.

### Other remuneration information

#### Referral payments

If you have been referred to me by another party, I do not pay referral fees.

#### Volume bonuses

Issuers of investment products may pay what is commonly referred to as a volume bonus. This bonus is calculated on the amount of client money paid to a particular issuer (fund manager) by a licensee.

Bell Financial Services Pty Ltd currently does not receive any volume bonuses.

**The exact amounts of any fees, commissions, bonuses, or other incentives received by myself and Bell Financial Services will be included in any Statement of Advice that I will provide to you, or they will be disclosed orally or in writing at the time I provide any further advice.**

## 7. Do any relationships or associations exist which might influence you in providing me with the financial services?

Neither Bell Financial Services, its representatives nor any related companies have any association with any product issuer that could be expected to influence us in the provision of the financial services.

## 8. Will you provide me advice, which is suitable to my needs and financial circumstances?

Yes. But to do so we need to find out your individual objectives, financial situation and needs before we recommend any financial products or services to you.

You have the right not to divulge this information to us if you do not wish to do so.

In that case, we are required to warn you about the possible consequences of us not having your full personal information. You should read the warnings carefully.

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## 9. What should I know about the risks of the financial products or strategies you recommend to me?

We will explain to you any significant risks of the financial products and strategies which we recommend to you. If we do not do so, you should ask us to explain those risks to you.

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## 10. What information do you maintain in my file, and can I examine my file?

We maintain a record of your personal profile, which includes details of your objectives, financial situation and needs.

We also maintain records of any recommendations made to you.

We are committed to implementing and promoting a privacy policy which will ensure the privacy and security of your personal information. A copy of our privacy policy is enclosed for your information.

If you wish to examine your file, we ask that you make a request in writing and allow up to fourteen (14) working days for the information to be forwarded.

We may charge a fee to cover the cost of verifying the application and locating, retrieving, reviewing, and copying any material requested. If the information sought is extensive, we will advise of the likely cost in advance and can help to refine your request if required.

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## 11. Can I provide you with instructions and tell you how I wish to instruct you to buy or sell my financial products?

Yes. You may specify how you would like to give us instructions, for example by telephone, email, or other means.

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## 12. Who can I complain to if I have a complaint about the provision of the financial services to me?

Bell Financial Services has in place Professional Indemnity Insurance that is required by the Corporations Act and which meets ASIC's requirements and covers present and past representatives.

### Disputes handling & our complaints policy

We treat any complaint we receive seriously. If you are dissatisfied with your experience as our client, we ask that you communicate with us (e.g. by phone, email or in person) so we can try to resolve the issue for you. We'll do our best to help figure out the background of the matter with you.

We have adopted best practice complaints handling processes to ensure:

1. Acknowledgement of your concerns within 24 hours of receipt;
2. Speedy assessment and investigation;
3. Timely provision of a response (known as an IDR response) no more than 30 days after we receive your complaint.

If we cannot resolve the issue to your satisfaction within that time frame, we will refer you to the free industry complaints handling body known as Australian Financial Complaints Authority Limited (AFCA).

Bell Financial Services is a member of the Australian Financial Complaints Authority (AFCA) the Government approved External Disputes Resolution scheme.

This service is free of charge to you and AFCA can be contacted on:

AFCA can be reached at 1800 931 678

AFCA's mail address is GPO Box 3, Melbourne Vic 3001

AFCA's website is [www.afca.org.au](http://www.afca.org.au)

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## BELL FINANCIAL SERVICES PTY LTD

### PRIVACY COLLECTION STATEMENT

The privacy of your personal information is important to us.

#### 1. Your representative will ask you many questions. Why is so much information required?

We collect your personal information to enable us to provide you with the products and services that are appropriate to your needs. Under the following Australian laws, we may be authorised or required to collect your personal information:

- Corporations Act 2001,
- Australian Securities and Investment Commissions Act 2001,
- Anti Money Laundering and Counter Terrorism Financing Act,
- Taxation Administration Act 1953,
- Superannuation Guarantee (Administration) Act 1992 and
- Superannuation (Unclaimed Money and lost members) Act 1999

as those acts are amended and any associated regulations. From time-to-time other acts may require or authorise us to collect your personal information.

We are required to collect sufficient information to identify a person's needs, objectives, and financial circumstances so that we can provide appropriate financial advice.

We will gather the information by asking you numerous questions about you and possibly your family. We will record this information. We endeavour to retain accurate, complete, and up to date personal information about you so we will ask you to review the information from time to time.

If the information you provide to us is incomplete or inaccurate this will impact on our analysis of your requirements and may result in advice that is not appropriate to your needs and circumstances. If this does occur, you will need to make your own assessment concerning the appropriateness of our advice.

At times, we may collect personal information from someone other than yourself and you may not be aware that we collect or have collected this information.

#### 2. Access and correction

You may (subject to permitted exceptions) access and update your information by contacting us. You may access the personal information we retain and request corrections. This right of access is subject to some exceptions allowed by law. We will give you reasons if we deny access though will endeavour to ensure that at all times the personal information about you that we hold is up to date and accurate. The accuracy of the personal information is dependent to a large degree on the information you provide, and you should advise us if there are any errors in your personal information.

#### 3. Providing personal information

We may provide personal information to:

- organisations (who are bound by strict confidentiality) to whom we outsource certain functions such as our auditors. In these circumstances, information will only be used for our purposes.

- other professionals such as solicitors, accountants, and stockbrokers when a referral is required.
- entities based overseas (see below for details).
- third parties when required to do so by law, e.g., legislation or Court Order.

#### **4. Overseas disclosure**

Sometimes we need to provide personal information to or get personal information about you from persons located overseas. For example, we may outsource a function involved in the financial planning business to someone based overseas. Nevertheless, we will always disclose and collect your personal information in accordance with Privacy Principles.

#### **5. Identifiers**

Although in certain circumstances we are required to collect government identifies such as tax file numbers, Medicare number or pension card number, we do not use or disclose this information other than when required or authorised by law or unless you have voluntarily consented to disclose this information to any third party.

#### **6. Dealing with us anonymously or using a pseudonym**

The nature of the provision financial services does not lend itself to treating customers with anonymity. All transactions require personal information about the individual for whom the transaction is being completed. However, in some instances we may be able to provide information or a service anonymously or to you under a pseudonym, for example, enquiries about products from a potential client.

You can deal with us anonymously where it is lawful and practicable to do so.

#### **7. Marketing Practices**

Every now and then we might let you know, via mail, SMS, telephone or online, about news, products, and services that you might be interested in. We will engage in marketing unless you tell us otherwise. At any time, you can contact us to update your marketing preferences.

#### **8. Sensitive Information**

Without your consent, for example where information is provided by you for insurance and or risk purposes, we will not collect sensitive information about you. Exceptions to this include where the information is required by law, or for the establishment, exercise, or defence of a legal claim.

## **9. Privacy Complaints**

If you believe your privacy has been breached or you have a privacy complaint, you should write to us by email at [admin@bellfs.com.au](mailto:admin@bellfs.com.au) or to the Privacy Officer at PO Box 7769, GCMC QLD 9726.

If Bell Financial Services does not satisfactorily address your complaint you can escalate it to the Office of Australian Information Commissioner.

## **10. Our Privacy Policy**

We have a more detailed Privacy Policy if you require more information please ask or refer to Bell Financial Services website.