



Financial Services Guide

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Reedy Advisory Pty Ltd

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Corporate Authorised Representative #1249837

Justin Reedy

Authorised Representative #326050



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Australian Financial Services Licensee

Reedy Capital Pty Ltd

ABN 19 615 197 745

AFSL 495539

About Reedy Capital Pty Ltd (Reedy Capital)

Reedy Capital holds Australian Financial Services Licence (**AFSL**) Number 495539 and has authorised the creation of this Financial Services Guide (**FSG**). Reedy Capital have authorised representatives who provide high quality advice to clients throughout Australia.

Reedy Capital and its representatives may advise on:

- ❖ Investments (domestic and international shares, fixed interest, listed property, deposit products, alternatives, managed funds, Exchange Traded Funds, managed accounts, derivatives, investment bonds and annuities)
- ❖ Superannuation (including Self Managed Superannuation Funds)
- ❖ Wealth accumulation
- ❖ Retirement planning
- ❖ Personal insurances (Life, Total & Permanent Disability, Income Protection and Trauma)
- ❖ Margin lending
- ❖ Aged care
- ❖ Business insurances (Key person, buy/sell agreements and Business Expense)
- ❖ Cash flow management.

Reedy Capital and its representatives are also licensed to deal in financial products by applying for, acquiring, varying or disposing of a financial product on behalf of another person.

The Corporations Act 2001 defines various financial products and regulates the way in which consumers can be advised about those products. Reedy Capital has a list of approved financial products for authorised representatives. This list of approved financial products is one of the longest of any financial planning service in Australia. Ask your Adviser if want a copy of Reedy Capital Approved Product List (**APL**).

About Reedy Advisory Pty Ltd (Reedy Advisory) and Justin Reedy (Justin)

Justin established Reedy Advisory to be an innovative financial advisory firm which leveraged technology to provide holistic wealth management services to individuals and businesses.

Justin has worked in financial services since 2005 and has devoted his career to helping professionals, executives, directors and businesses achieve their financial goals.

By looking after his client's finances he provides them with peace of mind and the knowledge that their financial affairs are being managed to the highest standard. Justin devises, implements and maintains financial strategies covering investments, superannuation, personal insurance and taxation.

He is a director of several companies and a Responsible Manager of an Australian Financial Services Licensee. Justin is also a founding shareholder and Chief Financial Officer of an Australian beverage start up.

Justin holds a Master of Commerce (Financial Planning), Bachelor of Arts (Australia and the Asia Pacific Region / Communications) and Diploma of Financial Services.

He is a Certified Financial Strategist, Public Accountant, Fellow of the Financial Services Institute of Australasia, Fellow of the Governance Institute of Australia, Member of the Financial Planning Association, Member of the Association of Independently Owned Financial Professionals, Member of the Institute of Public Accountants and Member of the Institute of Financial Accountants UK.

In addition to the above qualifications and memberships, Justin holds the following professional registrations:

- ❖ Financial Adviser and Authorised Representative allowing him to provide personal and general financial advice to retail and wholesale clients
- ❖ Professional Practice Certificate issued by the Institute of Public Accountants
- ❖ Qualified Tax Relevant Provider allowing him to provide Tax (Financial) Advice services.

Lack of Independence

Reedy Advisory is not considered 'independent' based on the definition in the Corporations Act because:

- ❖ it might receive commissions from insurers for the advice it provides on personal insurance products.

The purpose of this financial services guide (FSG)

This FSG is an important document that explains how your adviser provides financial product services to you.

You should read this FSG carefully before using our services. It is intended to give you sufficient information to decide whether to obtain financial services from us.

Most of the content of this FSG is dictated by the Corporations Act and is mandatory under law, so bear with us regarding its form and content. Please feel free to contact us by telephone, e-mail or in writing should this FSG be unclear or should you have any concerns about our services.

This FSG explains:

- ❖ who we are;
- ❖ how you can contact us;
- ❖ what documents you will receive from us;
- ❖ the financial services we provide;
- ❖ any potential conflicts of interest;
- ❖ our privacy policy;
- ❖ our internal dispute resolution procedures;
- ❖ our external dispute resolution procedures; and
- ❖ our compensation arrangements, i.e. our professional insurance arrangements.

Product disclosure statements (PDSs)

If a particular product (other than listed securities), a platform, wrap account or master-fund, a managed fund or a similar product is recommended to you, your adviser must provide you with a PDS for that product.

The PDS contains the information needed to make an informed decision about acquiring a product. The PDS documents detail costs and product fees including commissions, and is usually created by the financial institution providing the product.

Getting started with Reedy Capital

Getting started with Reedy Capital is easy. Simply contact your Adviser to arrange a meeting.

To ensure that this meeting covers all aspects of your financial management, we ask that you complete a fact find document. Ideally, this should be done a few days before you meet with your

adviser. This gives them the opportunity to review your information and prepare well ahead of the initial meeting.

The fact find asks for an extensive amount of information and it may take time to gather it.

A copy of the most recent accounts and tax returns for yourself and any related entities such as trusts or a self-managed superannuation funds would also be greatly appreciated.

Please provide your adviser with any other information that you feel is relevant to your circumstances.

Getting to know you

Your adviser aims to provide advice that suits your circumstances and is generally appropriate and relevant to you. To do this, they must first understand your financial profile.

The detailed client questionnaire (fact find) is an important document and you should complete it carefully, either before or during your first meeting. The more information you provide the better the advice will be.

Delivery of advice

Once you have met and determined a draft plan, your adviser will prepare a Statement of Advice (**SOA**). The SOA may be delivered via email or post, as you prefer. Your SOA contains the information needed to understand your advice and the basis on which it is made. It includes information about:

- ❖ the specific advice;
- ❖ the reasons for the specific advice;
- ❖ any fees or commissions;
- ❖ any associations or relationships that may influence the advice;
- ❖ the implementation plan; and
- ❖ any other relevant matters.

Your adviser will also provide other documents as needed. These documents may include educational material or PDS documents, as discussed above.



Record of advice

Once you have been provided with a SOA and provided there has been no change in your personal circumstances or the basis of the advice set out in the SOA, further advice may be provided in a form known as a record of advice (**ROA**).

Retention of SOA and ROA

We retain all SOAs and ROAs for at least seven years and you may request a copy of the SOA or ROA at any time within that period. This request may be verbal or in writing.

Implementation of advice

Your statement of advice will contain instructions on how the advice should be implemented. Your adviser will work with you to ensure that the advice is properly implemented.

Review of advice

Financial plans should be reviewed on at least an annual basis, if not more regularly. You should contact your adviser immediately if your circumstances change in any way, or if you believe for any reason your advice is not appropriate to you.

Dispute resolution and complaints policy

Reedy Capital provides a dispute resolution service to our clients. This obligation is a key tenet of the consumer protection principles of the Australian Financial Services Licensing system.

If you have a complaint about our service, you should:

- ❖ Contact your Adviser by telephone, email or post to explain your situation and let them know of your concerns. Your Adviser will confirm receipt of your complaint within 24 hours from when the complaint is received. Your Adviser will provide you with a formal response to the complaint within one week from the date your complaint is received.
- ❖ If this does not resolve your complaint, contact Reedy Capital's Compliance Manager by emailing info@reedycapital.com.au or write to:

Reedy Capital
Attention: Compliance Manager
Level 26, 1 Bligh Street
Sydney NSW 2000

- ❖ The complaint will be objectively considered and discussed with you and your Adviser. We will provide our final response within 30 days from when your Adviser initially receives your complaint.
- ❖ If your complaint is not resolved appropriately by Reedy Capital, you can access our external dispute resolution scheme. Reedy Capital is a member of the Australian Financial Complaints Authority (**AFCA**). AFCA can be contacted on 1800 931 678 or via their website: www.afca.org.au. This is a free service to complainants.

Our fees and other charges: who receives the fees?

Your Adviser retains all fees from the services provided to you. These fees are initially paid to Reedy Capital, who passes them on to your Adviser. Reedy Capital receives all fees including commissions for your Adviser and your Adviser's Corporate Authorised Representative. The fees are then passed on to your Adviser as soon as practical after receipt and Reedy Capital is not beneficially entitled to any of these fees. Reedy Capital is paid a flat monthly fee for licensing, compliance and support services provided to your Adviser.

Your Adviser is an employee of the Corporate Authorised Representative. The Corporate Authorised Representative may pay a salary to your Adviser. Ultimately all income passed on to your Adviser or your Adviser's Corporate Authorised Representative by Reedy Capital will be beneficially derived by your Adviser.

In the following paragraphs we will refer to your Adviser receiving all fees, for simplicity.

Fees and other charges: how are they calculated?

Your Adviser may receive:

- ❖ Fees paid directly by you, based on time, the amount invested or some other agreed criteria:
 - Upfront advice fees: Your adviser may charge an upfront advice fee that you have agreed to before any work is undertaken.
 - Implementation fees: Upon you agreeing to proceed with the recommendations, your adviser may charge an implementation fee to assist you in putting the strategies in place.
 - Ongoing advice fees: Your adviser may charge a maximum asset based fee of 2.2% of assets under advice or a mutually agreed flat ongoing advice fee.
 - For example, if the initial investment is \$300,000, your Adviser may receive an upfront advice fee of \$3,300, an implementation fee of \$2,200 and a maximum asset based fee of \$6,600 p.a.
- ❖ Commissions paid by an insurer. These will vary according to your circumstances, but will generally be as follows:
 - Personal insurances: upfront commission of up to 66% of your initial annual premium and trail commission of up to 22% of your ongoing annual premium.

You and your Adviser will agree to all fees prior to any chargeable services being rendered.

If you agree to pay your Adviser directly, you will be given a written estimate of the fee before any significant work is done. You will not be charged more than this fee.

Fees will be advised in detail in writing in your SOA. Fees will also be advised in detail in the PDS documents for recommended financial products.

Any fees that are paid to a third person for referrals will be detailed in your SOA.

Reedy Capital and your adviser do not receive any direct adviser incentives but may receive non-cash benefits from product providers from time to time. These benefits could be construed as a conflict of interest, however, all advisers have a fiduciary duty to act in the best interests of the client at all times. They are not additional charges to you and are paid out of the provider's own resources. They may include lunches, tickets to events and occasional gifts such as bottles of wine at Christmas time etc.

Compensation arrangements

Reedy Capital operates a compensation arrangement to compensate retail clients for losses connected to any breach of the Corporations Act or other law by your Adviser, Reedy Capital or other relevant persons.

These arrangements comprise of comprehensive and extensive professional indemnity insurance. The insurance covers claims in relation to the conduct of former employees.

Privacy considerations

Your information is private and confidential and is not disclosed to any third parties unless required to do so under the law.

Reedy Capital and your Adviser comply with the National Privacy Principles. If you are not satisfied with our approach to privacy, you are entitled to contact the Office of the Privacy Commissioner, who may investigate any complaints you may make.

A copy of our Privacy Policy is available on our website: www.reedycapital.com.au/privacy.htm or upon request.

Anti-money laundering and terrorism legislation

Your adviser must verify your identity before they provide any financial services. This will be discussed at your first meeting.



Relationships and associations

Justin Reedy is a shareholder and director of Reedy Capital (AFSL holder) and Reedy Advisory (Authorised Representative of Reedy Capital). Justin is an employee of Reedy Advisory.

In his capacity as shareholder, director and employee of Reedy Capital and Reedy Advisory, Justin might receive dividends, director's fees and wages where appropriate.

A word of warning on risk

All investments have risks. "Risk" means the value of an investment may fall, or even disappear.

Reedy Capital assumes its clients are conservative, cautious or balanced investors unless the client specifically states otherwise. If a client states otherwise, the statement will only be accepted if a reasonable financial planner would assess the client as being otherwise, having regard to income, wealth, age, work experience or academic training.

Any questions?

Please do not hesitate to contact your Financial Adviser should you have any questions about our services or how we can help improve your financial position.

Reedy Capital adopts this conservative assumption to reduce your risk.

Reedy Capital does not recommend investments that have significant internal gearing, or that clients borrow significant amounts to acquire investments. This is unless the client understands that these significantly increase the risk that their net equity will fall, or even disappear, if the value of the investment falls.

Clients should not acquire investments other than those suited to conservative, cautious or balanced investors unless they understand and accept the risk that their equity will fall, or even disappear, if the value of the investment falls.

Can Reedy Capital operate a Managed Discretionary Account?

Reedy Capital does not allow Managed Discretionary Accounts or similar facilities. Reedy Capital regards these financial products as excessively risky and does not allow its authorised representatives to provide them to clients.

