

Financial Services Guide

Version 1.1 – September 2011



Genesys Wealth Advisers Limited
ABN 20 060 778 216
Australian Financial Services Licence No. 232686

Wealth advisers you can rely on

At Genesys Wealth Advisers Limited (Genesys) we want to ensure you make the most of your finances throughout your lifetime, so you can really enjoy your life. Building your wealth requires time, patience and expertise you can rely on. And reliability is the cornerstone of everything we do. Whatever your circumstances, Genesys Wealth Advisers can help you set and achieve your wealth and lifestyle goals.

This Financial Services Guide will help you decide if you want to use our services

Before we provide you with financial advice, you should read this Financial Services Guide (FSG) because it contains important information designed to help you decide on whether to use our services. It contains information about:

- The initial and ongoing services Financial Keys Pty Ltd provide;
- Our service offer and advice fees;
- Who to contact should you have a complaint.

Financial Keys Pty Ltd

Our business, Financial Keys Pty Ltd, has been established for more than 10 years, providing a range of wealth advice and assistance to help people grow, manage and protect their wealth.

Financial Keys Pty Ltd is a Member Firm and Corporate Authorised Representative of Genesys. Our Corporate Authorised Representative number issued by the Australian Securities and Investments Commission (ASIC) is 411141.

We can help you create the financial security that lets you focus on what's really important in your life.

This FSG contains some important information about the services we offer and how we charge for these services. You can also find information at www.financialkeys.com.au

Our financial planning process

We follow a defined financial planning process so that you can achieve all of the benefits of financial planning advice. Of course, everyone is different, with different circumstances, needs and goals. We treat every client as an individual but by following a defined process, you will know what to expect.

The initial advice process covers our first appointment all the way through to the implementation of your financial plan. We do this by:

1. Identifying where you want to be

Initially, we help you to identify your financial and lifestyle goals. This ensures we understand your needs and you can understand what to expect from us as your wealth adviser.

2. Considering the opportunities and risks

We assess your current situation and investigate the range of financial options available for you to reach your goals.

3. Bridging the gap

Based on discussions with you and the research conducted by us, we will devise a strategy to bridge the gap between where you are now and where you want to be.



4. Bringing your plan to life

We work closely with you to implement your financial strategy and we help you complete any necessary paperwork and are available to attend meetings with your accountant and solicitor so your strategy is implemented efficiently.

As time goes on and circumstances change, your financial plan will need to be changed to keep up to date with your changing needs. The final step in the advice process ensures your financial plan remains on track, by providing you with regular ongoing advice and service.

5. Staying on track with regular ongoing advice

Finally, we design an ongoing service programme to ensure your plan remains up to date as your life changes and so you can obtain the benefits of ongoing reliable advice.

Sometimes, life takes us in unplanned directions. When you need a little extra help on top of our initial or ongoing advice, just ask us to provide you with some additional advice. Financial Keys Pty Ltd are here to help you – through any changes.

Advice Financial Keys Pty Ltd can provide

Our firm is made up of three advisers, who together provide advisory services designed to help you create, manage and protect your wealth, including:

Strategies

- Guidance on budgeting and goal setting
- Savings and wealth creation strategies
- Investment planning
- Superannuation planning
- Retirement planning
- Centrelink planning
- Risk and insurance analysis
- Business succession planning
- Salary packaging advice
- Gearing and margin lending strategies
- Debt management
- Estate planning

Products

- Cash management trusts
- Retirement income streams
- Direct shares
- Retail and wholesale managed investment schemes
- Socially responsible investments
- Hedge funds
- Platform and master trust products
- Superannuation products
- Personal and group insurance (excluding general insurance)
- Business succession insurance (excluding general insurance)
- Geared products
- Self managed super funds
- Direct fixed interest
- Agribusiness

We can facilitate the purchase of direct equities through a number of reputable stockbrokers.

Genesys maintains an investment approved list, containing financial products that have been researched by our in-house investment research team. A copy of the investment approved list can be supplied to you upon request.



The Financial Keys Pty Ltd team

Brendan Gallagher

Brendan has been providing financial advice to clients since 2003. Brendan's Authorised Representative Number issued by ASIC is 411143. Brendan is a Principal of Financial Keys Pty Ltd.

Brendan specialises in giving advice in the following areas:

Strategies

- Guidance on budgeting and goal setting
- Savings and wealth creation strategies
- Investment planning
- Superannuation planning
- Retirement planning
- Centrelink planning
- Risk and insurance analysis
- Business succession planning
- Salary packaging advice
- Gearing and margin lending strategies
- Debt management
- Estate planning

Products

- Cash management trusts
- Retirement income streams
- Direct fixed interest
- Retail and wholesale managed investment schemes
- Socially responsible investments
- Hedge funds
- Platform and master trust products
- Superannuation products
- Personal and group insurance (excluding general insurance)
- Business succession insurance (excluding general insurance)
- Geared products
- Self managed super funds
- Direct shares Direct fixed interest
- Agribusiness

Brendan is accredited in the following:

- Certified Financial Planner
- Advanced Diploma of Financial Services (Financial Planning)
- Diploma of Superannuation Management
- Master of Business Administration
- Bachelor of Commerce (Economics)

Brendan is active within the following professional associations:

- Financial Planning Association – Certified Financial Planner

Brendan is paid a salary.



Mark Causer

Mark has been providing financial advice to clients since 2003. Mark's Authorised Representative Number issued by ASIC is 334692. Mark is a Principal of Financial Keys Pty Ltd.

Mark specialises in giving advice in the following areas:

Strategies

- Guidance on budgeting and goal setting
- Savings and wealth creation strategies
- Investment planning
- Superannuation planning
- Retirement planning
- Centrelink planning
- Risk and insurance analysis
- Business succession planning
- Salary packaging advice
- Gearing and margin lending strategies
- Debt management
- Estate planning

Products

- Cash management trusts
- Retirement income streams
- Direct shares
- Retail and wholesale managed investment schemes
- Socially responsible investments
- Hedge funds
- Platform and master trust products
- Superannuation products
- Personal and group insurance (excluding general insurance)
- Business succession insurance (excluding general insurance)
- Geared products
- Self managed super funds
- Direct fixed interest
- Agribusiness

Mark is accredited in the following:

- Advanced Diploma of Financial Services (Financial Planning)
- Diploma of Financial Services (Financial Planning)
- Margin Lending and Geared Investments

Mark is paid a salary and is also entitled to a bonus. This bonus is based on their performance, the total remuneration paid to the Member Firm in conjunction with their work and the profitability of the Member Firm.



Andrew Condell

Andrew has been providing financial advice to clients since 1993. Andrew's Authorised Representative Number issued by ASIC is 411142. Andrew is a Principal of Financial Keys Pty Ltd.

Andrew specialises in giving advice in the following areas:

Strategies

- Guidance on budgeting and goal setting
- Savings and wealth creation strategies
- Investment planning
- Superannuation planning
- Retirement planning
- Centrelink planning
- Risk and insurance analysis
- Business succession planning
- Salary packaging advice
- Gearing and margin lending strategies
- Debt management
- Estate planning

Products

- Cash management trusts
- Retirement income streams
- Direct shares
- Retail and wholesale managed investment schemes
- Socially responsible investments
- Hedge funds
- Platform and master trust products
- Superannuation products
- Personal and group insurance (excluding general insurance)
- Business succession insurance (excluding general insurance)
- Geared products
- Self managed super funds
- Direct fixed interest
- Agribusiness

Andrew is accredited in the following:

- Certified Financial Planner
- Diploma of Financial Planning
- Bachelor of Business (Accounting)
- Licensed Justice of the Peace
- Registered Tax Agent

Andrew is active within a number of professional associations:

- Financial Planning Association – Certified Financial Planner
- National Institute of Accountants – Professional National Accountant
- Fellow of Taxation Institute of Australia

Andrew is paid a salary and may also be entitled to a bonus. This bonus is based on the performance of the Member Firm.



Documents you may receive

Our initial advice will be provided to you in a financial plan, known as a Statement of Advice (SoA). The financial plan contains a summary of your goals and our advice recommendations which will help you achieve them.

Copies of records of any further advice are available on request, if required for your own records.

You will also receive a Product Disclosure Statement (PDS) if we have recommended you invest or purchase a financial product. The PDS contains key features of the recommended products, significant benefits, risks and the fees you pay the product provider to professionally manage your investment or insurance.

You should read any warnings contained in your financial plan or the PDS carefully before making any decision relating to a financial strategy or product.

You can contact Financial Keys Pty Ltd directly with any instructions relating to your financial products.

Financial Keys Pty Ltd remuneration arrangements

We believe the advice services we offer are valuable and the remuneration we receive is a fair reward for our expertise and skills. The following information explains how we distribute the remuneration we receive as a result of the advice services provided to you.

1. All fees charged by Financial Keys Pty Ltd and any brokerage, commissions or additional payments paid by product providers (total remuneration) are receivable by Genesys as the Licensee. Genesys retains a percentage of the total remuneration and pays the balance to Financial Keys Pty Ltd. The Genesys percentage is tiered based on the total remuneration earned in conjunction with advice given by the Member Firm. The percentage retained by Genesys is up to 15%.
2. An entity associated to Brendan Gallagher and Mark Causer may receive a dividend/distribution from the Member Firm.
3. We have negotiated a referral arrangement with MGC Finance Pty Ltd. Under this arrangement we pay referral fees to MGC Finance for the work they perform in referring clients to us. We pay 50% of the initial Financial Plan fee in conjunction with the referral. If you are referred to MGC Finance Pty Ltd, Financial Keys Pty Ltd will receive 50% of any upfront revenue received. The exact details of this arrangement and referral fee will be included in the Statement of Advice to you if applicable. *The referral fee is not an additional cost to you.*

Fees for our advice services

The advice fees of Financial Keys Pty Ltd may include charges for the following advice services:

- **Initial advice** - The initial advice fee covers the cost of researching and preparing your financial plan and is based on a set dollar amount.

Before providing you with initial advice we will prepare a Letter of Engagement. This Letter of Engagement is an agreement which sets out what our initial advice will cover and how much it will cost you.

In addition, the initial advice fee will be disclosed in your SoA.

- **Advice implementation** – The advice implementation fee covers the administrative time spent implementing the recommended strategies and products and is based on a set dollar amount.

The advice implementation fee will be disclosed in the Letter of Engagement and in your SoA.

- **Ongoing advice** – The ongoing advice fee covers the cost to review the strategies and the products recommended in your SoA. An ongoing review helps you take advantage of opportunities as they become available. The fee for the ongoing advice fee service is calculated as a percentage of your investments.



Ongoing advice fees may increase each year in line with the Consumer Price Index (CPI) or by a fixed amount or fixed percentage each year. We will advise you if this fee will increase as a result of CPI.

Before providing you with ongoing advice Financial Keys Pty Ltd will prepare an Ongoing Service Agreement. This agreement will set out what the ongoing advice will cover, how much it will cost and your payment method.

In addition, the ongoing advice fee will be disclosed in your SoA.

- **Additional advice** – For all other advice, an additional advice fee may be charged based on a set dollar amount or hourly rate. Any additional advice fee will be disclosed in your SoA.

Please note that for services in relation to insurance, margin lending, agribusiness and business/corporate superannuation, commissions may be paid as follows:

- Initial commission – deducted from your investment contributions or paid from insurance product providers, and
- Ongoing commission - a percentage of the value of your investment balance, outstanding loan amount or premiums, usually calculated at the end of each month in which you hold the investment or loan, or on renewal of insurance products.

Your advice fees will be calculated at the time Financial Keys Pty Ltd provides you with personal advice. Your SoA will outline the advice fees and any commission inclusive of GST.

Payment methods

We offer you the following payment options for payment of our advice fees:

- Direct credit from your bank account or cheque
- Deduction from your investment
- Ongoing advice fees may be deducted in a monthly or quarterly instalments over twelve months.

Understanding Financial Keys Pty Ltd relationship with others

Genesys Group Limited owned subsidiary, owns 45% of Financial Keys Pty Ltd. As an equity investor Genesys receives a return on its investment that corresponds to its equity interest.

Additional payments to Genesys Wealth Advisers

In addition to any commissions, Genesys may also receive additional payments from product providers. These additional payments are paid out of the profits of the product provider and are not an additional charge to you.

Additional payments help Genesys invest in facilities that support its Member Firms and help wealth advisers sustain a high quality of advice to you. Without these additional payments, the fees charged to you could be significantly higher.

In some circumstances, Genesys may share these additional payments with its Member Firms. The amount received by Member Firms (if any) will vary as set out below and will be disclosed to you in your SoA.

Genesys generally receives three types of additional payments; each of these payments is treated slightly differently:

1. Additional payments from fund managers in relation to investment products (other than multi-manager funds and cash management products) and margin lending provider.



Genesys may receive additional cash payments based on total funds under management or loan amounts. The level of these payments will vary across fund managers/providers. Please note that the Member Firm does not receive any of these payments.

2. Additional payments from insurance risk partners arising from risk insurance products.

Genesys has partnered with a select number of Australia's major insurers to meet the individual needs of our clients. The additional payments will be paid according to a variety of calculation methods. In general, these payments will be based on the new business and the retention of existing business with that insurer.

3. Additional payments from investment administration platforms, multi-manager funds and cash management products.

Typically, where Genesys has a close relationship with a platform provider (for example, AXA or SOLAR Wrap, as outlined in 'Understanding Genesys' relationships with others'), or a multi-manager fund, the additional payment by that provider will be higher relative to external platforms and funds. It is important you are aware of this in light of any recommendations we may make concerning these products and services.

Financial Keys Pty Ltd share of additional incentives

Where Genesys receives additional incentives on risk insurance, platform, multi-manager funds or cash management products revenue, the Member Firm may receive a percentage of that payment, as outlined below:

Additional incentives

1. 30% of the additional payment paid to Genesys may be directed to the Member Firm. This additional payment is calculated and payable regularly.
2. If the total additional payment for risk insurance, cash management products, multi-manager funds and platforms attributed to your wealth adviser exceeds \$200,000 in a financial year, the member firm will be paid an additional 6% to 20% of that additional payment.

Non-financial benefits

Genesys may also receive non-financial benefits such as attendance at training events or entertainment from some product providers at no extra cost to you. Both Genesys and your wealth adviser maintain a register in line with industry standards to document any material incentives or indirect benefits received. Genesys monitors the registers of advisers and a copy of this register can be made available to you within seven days of your request.

Genesys and your wealth adviser believe a client's interests should be placed first and that products should only be recommended because they are in your best interest.

Genesys invites a large range of product providers to exhibit at its conference, and charges them a commercial rate for exhibiting and for sending delegates.

This improves the understanding of all Genesys wealth advisers about the range of client solutions available and helps Genesys subsidise the cost of professional development. Genesys advisers pay some or all of the cost of travelling to and/or attending the Genesys annual conference.

Genesys Wealth Advisers

Genesys is ultimately majority owned by AMP Limited ABN 49 079 354 519 (AMP). Genesys Wealth Advisers is a member of the AMP Group. The group includes companies formerly part of the Australian and New Zealand operations of AXA Asia Pacific Holdings Limited including Genesys.

Genesys holds an Australian Financial Services Licence (Licence number 232686) and authorises your wealth adviser to give advice under this licence.



Essentially, Genesys works with its wealth advisers to ensure they are equipped to give high quality, up-to-date wealth advice.

You can contact Genesys via:

- Phone: 1800 066 577
- Email: mail@genesyswealth.com.au
- Postal address: GPO Box 3936, Sydney NSW 2001
- Web: www.genesyswealth.com.au

Genesys is a Principal Member of the Financial Planning Association of Australia, and operates in accordance with their Code of Ethics and Rules of Professional Conduct.



The distribution of this Financial Services Guide by your financial adviser, as an authorised representative, has been authorised by Genesys.

Understanding Genesys' relationship with others

It is important that you understand the relationships that Genesys has with other providers of financial services and products as they could be seen to influence the advice provided by your wealth adviser.

AMP Group

Genesys is a member of the AMP Group. The following entities are also part of the AMP Group and as such are affiliated with Genesys:

- AMP Banking Limited
- AMP Capital Investors Limited
- AMP Superannuation Limited
- AMP Life Limited
- AMP Group Financial Services Limited
- The National Mutual Life Association of Australasia Ltd (AXA and ACL)
- National Mutual Funds Management Limited
- NMMT Ltd (Summit, Generations and AXcess)
- N.M. Superannuation Proprietary Limited (Summit, Generations and North)
- Alliance Capital Management Australia Limited
- ipac asset management limited
- AllianceBernstein Australia Limited
- AXA Rosenberg Investment Management Asia Pacific Limited
- Synergy Capital Management Ltd



Pension Transfers Direct

Genesys owns 25% of Pension Transfers Direct Pty Ltd, which is a specialist in the transfer of pension funds from the UK to Australia.



SOLAR Wrap Service Administration Platforms



Genesys is the distributor of the SOLAR Wrap Service range of administration platforms. BT Portfolio Services Limited (BTPS) is the operator of, and provides the transaction and administration systems together with the technology support for these platforms.

Genesys performs a number of administrative functions in association with BTPS and receives payment for its role in these services. Genesys does not own shares in BTPS.

Your privacy

Financial Keys Pty Ltd maintains a record of your personal information. You have the right to withhold personal information, but this may compromise the effectiveness of the advice you receive.

A copy of any recommendations made to you will be retained by Financial Keys Pty Ltd for seven years, Please contact your wealth adviser to review your file.

Genesys and your wealth adviser implement a privacy policy, which ensures the privacy and security of your personal information. Please view the Genesys Privacy Policy Statement available at www.genesyswealth.com.au or you can request a copy of the policy from your wealth adviser.

Another financial adviser may be appointed if your wealth adviser leaves Genesys or is unable to attend to your needs due to an extended absence from the business. In these circumstances, Genesys will write to you advising you of the change. Your personal information will be passed on to the new adviser.

If you choose to appoint a new wealth adviser, your new adviser will be provided access to your policy information. They will be responsible for providing you with ongoing advice relating to those policies and all future advice fees deducted from the policy(ies) will be paid to your new adviser.

Professional indemnity insurance

Professional indemnity insurance is maintained by Genesys and your wealth advisers to cover advice, actions and recommendations which have been authorised by Genesys and provided by your wealth adviser. The insurance satisfies the requirements imposed by the Corporations Act 2001 and financial services regulations.

Confidence in the quality of our advice

If, at any time, you are not satisfied with the advice you receive, or any other aspect of the service provided by your wealth adviser, you should take the following steps:

- Contact your wealth adviser and tell them about your complaint.
- If your complaint is not satisfactorily resolved within three days, please contact Genesys Complaints on 1800 066 577 or put your complaint in writing and send it to:

Genesys Wealth Advisers
Attention: Complaints Case Manager
Advice and Licensing
Level 9, 750 Collins Street
Docklands Vic 3008

Genesys will try to resolve your complaint quickly and fairly.

If your complaint has not been resolved satisfactorily, you may escalate your complaint to one of the following External Dispute Resolution Schemes listed in the following below.

Type of complaint

Financial advice, investments, superannuation or insurance matters

External complaints service

Financial Ombudsman Service (FOS)
GPO Box 3, Melbourne Victoria 3001
Phone: 1300 780 808 Fax: (03) 9613 6399



Email: info@fos.org.au

Personal information held

The Privacy Commissioner
GPO Box 5218, Sydney NSW 2001
Phone: 1300 363 992 Fax: (02) 9284 9666
Email: privacy@privacy.gov.au

ASIC may be contacted on 1300 300 630 to find out which body may be best to assist you in settling your complaint.

