

Version 5.0 April 2014

### Who is Ascendia?

Ascendia Pty. Ltd. holds an Australian Financial Service License (No. 307308) for providing both personal and general advice and can offer a range of financial services listed within this Financial Services Guide (FSG).

Mr. Sherman Jenner, is the statutory responsible officer of Ascendia Pty Ltd. Sherman is also a Certified Practising member of the Financial Planning Association (FPA), and has adopted the FPA's Code of Ethics and rules of professional conduct.

### Who is Ascendia Wealth?

Ascendia Wealth Pty. Ltd. is authorized by the Australian Securities and Investment Commission (ASIC) to deliver the range of services listed within this Financial Services Guide (FSG), on behalf of Ascendia Pty. Ltd. (the licensee), to you the client. The ASIC Corporate Authorised Representative Number of Ascendia Wealth Pty. Ltd. is 251 037.

These services are delivered by our qualified financial planners and their support staff, who have the necessary skills and accreditation to assist you with the service you require.

Our qualified financial & investment advisers:

- Mr Sherman Jenner
- Mr Andre Cox
- Mr David Barlow
- Ms Angela Slater

Our qualified technical & support staff:

- Mr Graham Parkes (SMSF & Investment Analyst)
- Ms Cate Jenner (Client & Investment Administration)

### Contact details

Ascendia Wealth Pty. Ltd.

Admin Office:

Suite 4  
1 Eugarie Street  
Noosa Heads QLD 4567

Telephone: 1300 797 858

Facsimile: 07 5448 0788

[info@ascendiainvestment.com.au](mailto:info@ascendiainvestment.com.au)

### What kind of financial services and products are available?

We offer a range of services which include:

#### Financial Advisory Services:

- Superannuation & pre-retirement planning
- Retirement planning
- Estate planning
- Financial planning for business people
- Tax-effective financial planning – including relating to discretionary trusts, companies, super trusts, partnerships, etc
- Business risk and insurance analysis
- Financial planning following redundancy
- Salary packaging advice
- Centre link benefit planning
- Identifying setting & reviewing financial goals
- Savings & wealth creation strategies
- Personal risk & insurance analysis
- Budgeting guidance, consulting and systems

#### Investment Advisory Services:

- Independently licensed comprehensive investment advice
- Direct Property Investment Advice relating to appropriateness, cash flow modeling, tax modeling etc.
- Specific Investment Portfolio Advice including:
  - Australian listed equities
  - Australian Listed income securities
  - Australian Bonds
  - Fixed Interest Securities e.g. Term Deposits
  - Money Market Accounts
  - Exchange traded Funds
  - Wholesale & Retail Managed Funds
  - Property Trusts

#### Investment Admin. & Management Service:

- Investment Portfolio Administration (all administration and reporting)
- Investment Portfolio Management (including setting and maintenance of all asset class benchmarks and individual asset review, investment and divestment as advised).
- Self managed super fund investment management in accumulation and pension mode.
- Superannuation rollover investment services

Ascendia maintains an Approved List of Investment Products and Assets, that have been researched by a some of Australia's largest external research houses. A copy of the Approved Product List, which we update from time to time, can be supplied to you on request.

#### **Assets**

Direct fixed interest  
Australian listed equities  
Australian listed income securities  
Australian Bonds  
Fixed Interest Securities e.g. Term Deposits  
Cash Accounts

#### **Products**

Retail & wholesale managed investments  
ASX Listed Exchange traded Funds  
Wholesale & Retail Managed Funds  
Property Trusts  
Money Market Accounts  
Socially responsible investments  
Superannuation products  
Self Managed Super Funds  
Retirement income streams  
Personal and group insurance  
Business succession insurance

### **What information should you provide to receive personalised advice?**

Your financial / Investment adviser will compile a client details file with your assistance (using interview techniques, documents you supply and questionnaires where required), which will record your personal objectives, lifestyle goals, details of your current financial situation and any relevant information. The information obtained will be assessed by your financial adviser to assist them in providing appropriate advice.

However, you have the right to withhold private information, but this may compromise the effectiveness of advice you receive.

You should read any warnings contained in the Client Questionnaire and Statement of Advice carefully before making any decision relating to a financial strategy or product.

### **How can you give instructions to your financial / investment adviser about your Investments?**

You can contact your financial / investment adviser directly with any instructions relating to your investments.

### **What other documents might you receive?**

You may also receive the following documents, designed to help you make an informed decision on any financial strategy or product recommended.

#### **Statement of Advice (SOA)**

All personal advice provided to you will be outlined in a Statement of Advice (SOA). The SOA will contain personal advice, the basis on which it is given, details of fees, commissions and information on relevant associations.

The SOA is used for initial advice and any subsequent advice provided may be provided in the form of a Record of Advice (ROA), a Statement of Additional Advice (SOAA) or another form of advice documentation.

#### **Product Disclosure Statement (PDS)**

You will receive a PDS if your financial adviser has provided advice on a particular investment product. A PDS will contain the key features of the financial product, significant risks and benefits, and fees associated with the financial product.

### **What information is maintained in your file, and can you examine the client file?**

Your adviser will maintain a record of your personal information including details of your objectives and financial situation. Your adviser will also maintain a record of any recommendations made to you.

## Who may access the information you provide?

Ascendia and your adviser are committed to implementing and promoting a privacy policy, which will ensure the privacy and security of your personal information. Please ask your adviser if you wish to obtain a copy of the privacy policies or refer [www.ascendiainvestment.com.au](http://www.ascendiainvestment.com.au) for our privacy.

It is important to note that in order to best meet your needs and provide you with financial services and advice, your adviser may need to disclose your personal information to other parties. Typically these parties may include fund managers, life companies, related entities and other licensees. Similarly your adviser may bring to your attention products and services or other information which may be relevant to your situation. You will be given the opportunity to choose whether or not you continue to receive such information.

Ascendia reserves the right to appoint another adviser to ensure your ongoing needs continue to be met. In this circumstance Ascendia will advise you of the change.

## Who is your Financial / Investment Adviser/ Planner?

Your financial / investment adviser / planner is one of the advisers working on behalf of the corporate Authorized Representative Ascendia Wealth Pty Ltd. Namely, either Sherman Jenner, Andre Cox, David Barlow or Angela Slater of Ascendia Wealth Pty. Ltd., which is the authorized representative of Ascendia Pty. Ltd. Your adviser can provide you with tailored solutions to assist you to meet your stated financial needs, lifestyle goals and objectives.

### ShermanJenner

#### Education and Qualifications:

- MBA (Financial Management).
- Graduate Diploma of Applied Finance & Investment, (Securities Institute of Australia).
- Certified Financial Planner, (Financial Planning Association).
- Diploma of Financial Planning, Deakin University.
- Bachelor of Arts (Economics, Government, History). UQ,
- Practising Public Accountant (IPA)

#### Membership

- CFP Practitioner member of the Financial Planning Association
- Practising Member of the Institute of Public Accountants and holds a Public Practicing Certificate from the IPA.

### Andre Cox

#### Education and Qualifications:

- Graduate Advance Diploma of Financial Planning

#### Membership

- National Tax Agents Association of Australia
- Taxation Institute of Australia

### David Barlow

#### Education and Qualifications

- Graduate Advance Diploma of Financial Planning
- Bachelor of Business
- Certified Practising Accountant (FCPA)

#### Membership:

- Fellow Certified Practising Accountants of Australia.

### AngelaSlater

#### Education and Qualifications

- Graduate Advance Diploma of Financial Planning
- Bachelor of Business
- Certified Practising Accountant (CPA)

#### Membership

- Member Certified Practising Accountants of Australia.

### Experience within the Ascendia Team

- Independent & comprehensive investment advice for high net worth individuals.
- The provision of comprehensive financial strategies involving multiple entities.
- The provision of specialist financial planning advice for businesses.
- The provision of specialist self managed super fund advice.
- Supply of a comprehensive implementation service dealing with a large variety of client financial and investment issues, investment managers and entities.
- Delivery of clear ongoing client advice as circumstances change.
- The provision of specialist business expense/business protection risk management.
- Preparation of comprehensive written Statements of Advice.
- Worked advising clients', in close co- operation with a full service business advisory & business accounting firm for 15 years.

## How are Ascendia & the financial advisers remunerated?

Your financial adviser will discuss and agree the method of payment with you before any financial services are provided to you.

In addition, where you receive personal advice, your Statement of Advice will outline all remuneration and other benefits associated with the advice provided.

### A. Fee for Service – Hourly Rate

This Fee for Service is payable and is calculated by us using an hourly rate and the time spent on the provision of the service you receive (as outlined below at items 1-7). The hourly rate is up to \$330 including GST. The Fee for Service payable will be agreed upon in advance and disclosed prior to commencement of the service.

- 1) Provision of financial information
- 2) Collection and analysis of your personal financial situation - including provision of consultation & report
- 3) Consideration and investigation of financial planning strategies and financial products & assets – development of financial strategies
- 4) Preparation and construction of a Statement of Advice / financial modeling / financial report.
- 5) Implementation of your Statement of Advice and / or your directions
- 6) Ongoing Asset Administration Management
- 7) Ongoing Investment Management
- 8) Ongoing Financial & Investment Services

### B. Fee for Service – Flat Rate

Flat fees are available for items 1 - 8 (as detailed above). The Fee for Service is calculated based on the activity/workload involved and is generally reviewed annually. We provide a written quote for the service we provide as requested.

This amount is payable monthly from the start of our service to you and is debited from your portfolio cash account, as agreed with you. The Fee for Service payable will be agreed upon and disclosed prior to commencement of the service.

### C. Upfront Brokerage / Commissions (commissions are used at your discretion).

In some circumstances, depending on the type of investment product being utilized, our fees for initial advice and implementation service can be paid by the use of a brokerage / commission method if you wish. We only use commissions if this is a client preference. These are being phased out.

Upfront brokerage / commissions are a one off payment payable at the time of purchase. They are calculated as a percentage of the fund you have invested and/or the premium paid by you. The commissions are deducted from the amount invested and/or premium paid.

Upfront commission is a one off payments payable at the time of purchase and can range between

- 1) Insurance products - between 11% and 125% of the premium you pay.
- 2) Finance products – up to 2.2% of the borrowed amount.
- 3) Agribusiness – up to 10% of the application funds

### D. Additional Review Charges / Ongoing Brokerage / Commissions (commissions are used at your discretion).

In some circumstances our fees for some ongoing services or as payment for services previously provided but not fully paid for at the time, can be paid by the use of a brokerage / commission method. Commissions are being phased out by the Australian Government.

In this event, ongoing is payable during the life of your product as part of the product provider's ongoing charges. The amount of this fee is up to 1.54% per annum on the value of your portfolio.

The actual ongoing commission: is payable during the life of your financial product as part of the product provider's ongoing charges and can range between:

- 1) Investment and superannuation products up to 1.54% per annum of the funds invested (deducted from the funds invested).
- 2) Insurance products – up to 15% per annum of the renewal premium.
- 3) Finance products – up to 0.55% of the borrowed amount (Built into interest rate).

### E. Fee for service – Listed Security Brokerage

In addition to your monthly ongoing fee for service to advise and administer your portfolio, transaction share brokerage is payable for the purchase and/or sale of listed securities. The brokerage amount paid is depends on the level of service you choose and our scheduled brokerage rates. It is available on request. We update this from time to time.

Transaction brokerage fees are charged because there are additional costs resulting from making transactions, as opposed to review and management and analysis that results in no or less transactions being required. The transaction brokerages are necessary to cover these costs in a fair way – so the user pays.

**Service Engagement**

This FSG forms part of our service agreement and our engagement with you. Our terms and conditions of services are outlined at [www.ascendiainvestment.com.au](http://www.ascendiainvestment.com.au)

All fees and/or commissions charged will be fully detailed in relevant Statement of Advices you receive. All fees disclosed are inclusive of Goods and Services Tax.

**Client Fee Revenue**

Ascendia Pty. Ltd. retains a minimum of 1% of the gross revenue received for the financial services provided to clients - in payment of licensor services provided to Ascendia Wealth Pty. Ltd.

As a fee for provision of licensee / client advisory services, the balance is paid to Ascendia Wealth Pty. Ltd. To pay for the costs of services provided including staff, overheads etc. All fees are paid to these companies none are paid to staff directly.

**Staff Remuneration**

Sherman Jenner, Andre Cox, David Barlow, Angela Slater and all other staff receive a fixed annual remuneration package, regardless of advice provided and investments recommended, and do not earn any fees, commissions or brokerage whatsoever.

**Staff Benefits**

Ascendia Wealth Pty. Ltd. and/or their employees may receive the following benefits. These benefits are payable by the entities noted below and are not an additional charge to you.

Payment of professional membership fees, prizes, awards, hospitality events and subsidized conferences to the maximum value of \$3,000 per annum.

A public register is held by Ascendia Wealth Pty. Ltd. and Sherman Jenner outlining the particulars of other benefits provided. You may request to review a copy of this register.

**Ascendia Referral**

From time to time you may be referred to an external service provider to assist you in areas that are not covered under Ascendia Wealth Pty. Ltd. authority with Ascendia Pty. Ltd.

Ascendia Pty Ltd may receive a referral fee or commission for this introduction. These fees will be disclosed to you upon referral.

Ascendia may receive a referral from a third party referrer in some circumstances, for example from your banker. In these instances, this third party referrer may receive a referral fee or commission for introducing you one of our staff. The fee will be paid to the referrer by Ascendia and will not involve any additional cost to you. Any referral fees payable will be detailed in your Statement of Advice.

**Ascendia Related**

The following entities are part of the Ascendia Group and as such are affiliated with Ascendia Wealth Pty Ltd:

- Ascendia Accountants (Brisbane ) Pty Ltd
- Ascendia Accountants (Maroochydore ) Pty Ltd
- Ascendia Accountants (Noosa ) Pty Ltd
- Ascendia Lawyers Pty Ltd
- Ascendia Pty Ltd

Some of the owners in these above businesses have an ownership interest in Ascendia.

**What should you do if you have a complaint?**

If you have any complaints about the services provided to you or about the personal information held you should take the following steps:

1. Contact your financial adviser and tell them about your complaint
2. If your complaint is not satisfactorily resolved within 3 days, please put your complaint in writing and send it to:

Ascendia Pty Ltd  
 Attention: Compliance & Advisory Services  
 PO Box 521  
 NOOSA HEADS QLD 4567

Ascendia will try to resolve your complaint quickly and fairly.

3. If your complaint has still not been resolved by Ascendia, you may escalate your complaint to one of the External Complaints Schemes listed in the table, of which Ascendia is a member.

External complaints Type of complaint	Service
Financial advice, an investment super, or personal insurance product purchased	Financial Industry Complaints Service (FICS) on 1800 335 405
Superannuation matters	FICS (as above) or the Superannuation Complaints Tribunal on 1300 780 808
General Insurance advice	Insurance Ombudsman Service on 1300 780 808
Personal information held	The Privacy Commissioner on 1300 363 992