

Bluewater

Financial Advisors Pty Ltd

Australian Financial Services Licence No. 411846
ABN 99 153 118 533

Financial Services Guide

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ASSOCIATION OF
INDEPENDENTLY OWNED
FINANCIAL PROFESSIONALS

Authorised Representative: David Keenan

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Why am I receiving this document?

This Financial Services Guide (FSG) is an important document which we are required to provide to you as a condition of our Australian Financial Services Licence (AFSL).

It contains information about:

- Bluewater Financial Advisors
- David Keenan
- The services offered and their cost
- Any conflicts of interest which may impact the services
- How we deal with complaints if you are not satisfied with our services.

When we provide you with financial planning services 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.

Information about us

Bluewater Financial Advisors Pty Ltd holds its own Australian Financial Services Licence 411846 which has been issued by the Australian Securities and Investments Commission (ASIC).

Bluewater Financial Advisors Pty Ltd is a privately owned and operated Australian company and makes all recommendations and advice on a thorough knowledge of its client's goals, objectives, financial situation and ability to sustain financial risk. It bases its investment recommendations on quality, researched products and also provides recommendations for appropriate and affordable insurance cover. Bluewater Financial Advisors Pty Ltd specialises in providing objective financial advice to families and businesses who desire to create long term wealth utilising a number of strategies and techniques where appropriate to help achieve this objective.

Bluewater Financial Advisors is a Principal Member of the Association of Independently Owned Financial Professionals (AIOFP), an Affiliate Member of the Association of Financial Advisers (AFA) and The Tax Institute.

As a licensee we are required to comply with the obligations of the Corporations Act and the conditions of our licence.

This includes the need to have compensation arrangements in place with a Professional Indemnity insurer.

What services do we provide?

Bluewater Financial Advisors holds a licence to provide a comprehensive range of services which include:

- Financial Planning
- Cash management trusts
- Cash Flow management
- Wealth Accumulation and Investing
- Superannuation & Self Managed Superannuation Funds
- Personal insurance advice
- Group Insurance
- Direct equity advice
- Direct property advice
- Managed investment advice
- Leveraged Strategies
- Retirement planning advice
- Margin lending advice
- Annual Plan and Portfolio reviews

These services are provided to both wholesale and retail clients.

Your Financial Adviser

David Keenan will provide these services to you (ASIC number 298803).

David is the Principal Adviser of personalinsurance.com.au

David's qualifications are as follows:

1. Master of Commerce (Financial Planning)
2. Tax (financial) Adviser
3. Bachelor of Commerce (Finance).

David has worked in the financial services industry since 2001 with over 4 years experience working for a major Australian bank as a senior financial planner. David utilises proven tax effective strategies and efficient solutions for his clients and their families to help them protect, grow and distribute their wealth.

David acts on behalf of Bluewater Financial Advisors who is responsible for the services that he provides.

Bluewater Financial Advisors will ensure David:

- Only provides advice to you where he is competent to do so
- Completes ongoing training to maintain his competency
- Is provided with the best quality technical support and investment research
- Is monitored and supervised

You can rely on Bluewater Financial Advisors and David to deliver professional advice and to stand by that advice.

The financial planning 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.

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 advice to you it will be explained thoroughly and documented in a Statement of Advice which you can take away and read.

The Statement of Advice will explain the basis for the advice, the cost to you of implementing the advice and any commissions or associations which could have influenced the advice.

We will also provide you with a Product Disclosure Statement. This contains information about each product recommended to help you understand the investment being recommended.

At all times you are able to contact us and ask questions about the advice and investments recommended.

We provide an annual review service to keep your plan up to date for changes in your circumstances, changes in the law and changes in the economy and products available.

The ongoing advice we provide to you will be documented in a Record of Advice.

A letter of engagement may be provided to you before any work has commenced outlining the scope of the work and the cost.

You can pay in the following ways:

- A fee for advice that will be deducted from your investments as a one-off payment or in instalments;
- by direct invoice from us for initial and ongoing advice;
- via commission we may receive from a financial product provider when you commence an insurance contract, or
- A combination of the above.

This allows you to know that you are paying for our advice irrespective of any product we recommend and clarifies the services you are entitled to and ensures all recommendations are driven by your needs.

Other payments we may receive

We will provide you with details of all fees, commissions or other benefits we may receive when we provide advice to you and, where possible, will give actual dollar amounts. If we cannot provide this accurately, we will provide worked-dollar examples.

Even if you don't receive personal financial advice from us, you can still request the details of any fees, commissions or other benefits we receive in relation to any other financial service we provide you.

Referral Fees and Commissions

In some situations we receive referral fees or commissions where we refer you to external parties. We will disclose the referral arrangements to you whenever we refer you to an external party.

In some situations we pay referral fees or commissions to external parties who have referred you to us. We will disclose the referral arrangements to you when we provide you with a SoA.

How you can pay for our services

Your Privacy

Bluewater Financial Advisors is committed to protecting your privacy. We have a Privacy Policy which sets out how we collect, hold, use and disclose your personal information.

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 of 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:

1. The law requires us to do so
2. You consent for us to do so
3. Consider whether there are other parties where there may not be consent

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. Our full Privacy Policy is available on our website www.bluewaterfinancial.com.au.

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.

Please call us at or our office or put your complaint in writing.

If you are not satisfied with our response you can refer it to the Financial Ombudsman Service. You can contact FOS on 1300 780 808. This service is provided to you free of charge.

How we charge for our services

All fees and commissions are inclusive of GST and the fees could be greater than those disclosed below in complex cases. In these instances, we will inform you of the exact fee payable promptly in writing. All commissions/fees are paid to Bluewater Financial Advisors Pty Ltd.

Initial consultation	Complimentary
Advice preparation (does not apply to insurance)	The advice preparation fee will depend upon the complexity of the advice being provided The minimum fee charged is \$990 while the maximum fee is \$3,300.
Ongoing fee for advice	If you elect to pay a fee for the ongoing review of your financial planning strategy, the fee is based upon the complexity of ongoing advice and the services provided. The minimum fee is based on 1.1% of assets under management to a maximum of \$4,400 pa For example for an investment valued at \$200,000 the minimum ongoing fee would \$2,200 pa and an investment valued at \$700,000 the maximum ongoing fee would be \$4,400pa.
Adhoc advice	Where you do not wish to participate in an ongoing service fee arrangement but require ongoing advice on an ad hoc basis, an hourly fee of \$275 may apply.
Margin loans	We do not receive commissions either directly or indirectly from any margin lending products.
Insurance products	The relevant insurer will pay initial commission between 0% and 130% and ongoing commission between 0% and 33% of the annual premium for as long as you hold the product. Commissions are paid to us by the product provider and are not an additional cost to you.
Pre-existing arrangements	For existing clients already in an established commission arrangement, we may receive commission on investment products held. The relevant product issuer will pay initial commission between 0% and 5.5% and ongoing commission between 0% and 0.88% of the value of your investments for as long as you hold the product.