



**WJD Advisory Pty Ltd**  
**ABN 15 639 595 770**

**Australian Financial Services Licensee**  
**(AFSL No. 523727)**

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ST LEONARDS NSW 2065

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## **FINANCIAL SERVICES GUIDE**

### **WJD Advisory Pty Ltd**

Date: 1<sup>st</sup> July 2021

WJD Advisory Pty Ltd CAN 639 595 770 is an Australian Financial Services Licensee (AFSL No. 523727) (**Licensee**). Our contact details are as follows:

Suite 103, 156 Pacific Hwy, St Leonards, NSW 2065. (02) 9906 6566. [contact@wjdadvisory.com.au](mailto:contact@wjdadvisory.com.au)

We appoint Authorised Representatives to act on our behalf for the provision of authorised financial services.

This Financial Services Guide (**FSG**) is provided by:

- **CPS Financial Solutions Pty Ltd** (Authorised Representative No. **432012**); and
- **Adam Denmeade** (Authorised Representative No. **343494**) (**we**).

The distribution of this FSG is authorised by the Licensee.

## Purpose of FSG

This FSG will inform you of our services and fees, to assist you when deciding whether to use those services. This FSG includes information about:

- the financial services and products we provide;
- the advice and documents you may receive;
- your privacy and how we collect your personal information;
- what to do if you have a complaint;
- the significant relationships and associations we have;
- the remuneration and other benefits that may be received by us or other relevant persons in connection to the financial services we provide to you; and
- fees and charges for our services.

### Not Independent

The Licensee is not “independent”, “impartial” or “unbiased” in relation to the personal advice it provides. The Licensee is not permitted to use those or similar terms in accordance with section 923A of the Corporations Act.

The Licensee is not independent because it is paid commission by life insurers for life insurance policies arranged by the Licensee. Please refer to the sections on Fees in this FSG for further information on commissions the Licensee may receive.

## Financial services we provide

CPS Financial Solutions Pty Ltd is authorised to provide financial services including financial product advice (general and personal advice) and deal in financial products including:

- basic deposit products;
- non-basic deposit products;
- non-cash payment products;

- managed investment schemes, including Investor Directed Portfolio Services (IDPS);
- government debentures, stocks or bonds;
- securities;
- superannuation;
- retirement savings accounts;
- investment life insurance products, including funeral bonds, endowment policies, allocated pensions and annuities; and
- life risk insurance products, including term life, total and permanent disability, trauma and income protection.

In addition, we provide a suite of professional services to help structure such matters as Self-Managed Super Funds (**SMSF**), Trusts and Wills.

## Approved Product List (APL)

Our Authorised Representatives can only provide advice on financial products that are on our APL, a copy of which is available upon request. The APL includes a range of investment/insurance/superannuation products for our Authorised Representatives to choose from.

## Documents you may receive

In addition to this FSG, you will receive other important documents. Please refer to the following definitions for a description of the documents you are likely to receive:

## Statement of Advice (SOA)

If you request that we provide you with personal financial advice, we will provide you with a SOA. We must give the SOA to you the first time we provide you with personal advice about each type of financial product or where there has been a significant change in your circumstances.

We must give you the SOA before we provide any services recommended in the SOA. We are under a legal obligation to ensure that the advice and recommendations we provide to you are in your best interests.

The SOA will include the following information:

- the nature of the advice given and the grounds for our recommendations;
- information about fees and commissions that may be received for the advice; and
- any associations, relationships or interests that may influence the advice we provide.

Where the personal financial product advice relates to a basic deposit product, non-cash payment facility or travellers cheques, an SOA will not be provided.

### **Record of Advice (ROA)**

We may also record our advice through preparing a record of advice in some circumstances instead of providing you with a SOA. If you have not been provided with the ROA, you may request a copy of it free of charge at any time within seven years after the advice was provided to you, by contacting us.

### **Client Service Agreement**

The Client Service Agreement will be tailored to your specific requirements and outlines the benefits, services and support provided by CPS Financial Solutions Pty Ltd for you. It will provide an indication of our fees and costs associated with providing and implementing our advice.

### **Annual Fee Disclosure Statement (FDS)**

If we enter into an ongoing fee arrangement with you, we will provide you with an annual FDS. The FDS contains information about the services you were entitled to receive, the services we provided and the fees you paid in the previous 12 months. The FDS also contains information about the services you are entitled to receive and an estimate of fees to be paid in the next 12 months.

You can renew your ongoing fee arrangement by signing and returning the FDS to us.

If you do not sign and return this document to us by the end of the renewal period, you will be taken to have elected not to renew your arrangement.

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

The PDS outlines the key features, significant benefits, risks and fees associated with the financial product. If we make a recommendation on certain financial products (other than securities) or arrange the issue of a financial product, you will receive a PDS.

### **How can you provide us with instructions?**

You can give us instructions in writing, by phone, email or any other means that we agree with you from time to time.

### **Who do we act for?**

Authorised Representatives provide financial services on behalf of the Licensee. In providing those financial services, the Licensee acts on its own behalf. The Licensee is not aligned with any product issuer or reseller.

### **Fees and charges**

#### *General advice*

We will charge you a fee for any general advice we provide to you. That fee may either be a fixed fee or based on the amount of hours it takes us to prepare and provide you with the general advice.

General advice does not take into account your financial objectives, situation and needs.

Our fixed fee for providing general advice to you will be \$440 per hr inc. GST.

#### *Personal advice*

We will charge you a fee for any personal advice we provide to you. That fee may either be a fixed fee or based on the amount of hours it takes us to prepare and provide you with the personal advice. These fees will be included in the SOA or ROA which will be provided to you.

Personal advice is based on your personal circumstances and can be given on your complete financial situation or on limited areas you require advice on.

#### *Ongoing*

If you enter into an ongoing service arrangement with us, we will charge you a yearly fee. This will be disclosed in the SOA or

ROA, engagement letter or Fee Disclosure Statement.

Please see our detailed fee schedule on page 5.

Please contact us if you require any further information about how we or our Authorised Representatives are remunerated.

## **Remuneration, commissions and other benefits**

We do receive commissions from product issuers or re-sellers.

Our Authorised Representatives are employees, directors and shareholders of CPS Financial Solutions Pty Ltd and as such receive all profits, a salary, plus dividends from CPS Financial Solutions Pty Ltd.

## **Associations**

We are required to disclose any associations or relationships between us, our related entities and product issuers that could reasonably be capable of influencing the financial services we provide to you. If such associations or relationships do come into existence, we will disclose them to you in writing.

Adam Denmeade has an ownership interest in CPS Mortgages and Leasing Pty Ltd, which provides mortgage broking services. Adam may refer clients to CPS Mortgages and Leasing Pty Ltd when the client requires mortgage broking services and it is in the client's best interest to make the referral. Neither Adam nor CPS Financial Solutions Pty Ltd receives fees or commissions from CPS Mortgages and Leasing Pty Ltd, however Adam may receive a benefit in the form of dividends paid by CPS Mortgages and Leasing Pty Ltd.

## **Complaints**

We are fully committed to providing quality financial services. However if you are unhappy with our services, we have an internal complaint process to deal with your concerns.

### *Step 1*

Please contact us if you have any complaints with respect to our financial services. Please provide us with as much information about the complaint as you can. We will then attend to your complaint, and may contact you for

more information. Once we have enough information, we will endeavour to resolve your complaint in five business days.

Telephone 02 9906 6566

Email: [contact@wjdadvisory.com.au](mailto:contact@wjdadvisory.com.au)

Mail: WJD Advisory Pty Ltd, PO Box, 234 St Leonards, NSW 1590.

### *Step 2*

If you are not happy with the outcome, you may request that our compliance officer review your complaint and our proposed resolutions. The compliance officer may contact you for more information. The compliance officer will contact you with his or her decision.

Telephone 02 9906 6566

Email: [contact@wjdadvisory.com.au](mailto:contact@wjdadvisory.com.au)

Mail: WJD Advisory Pty Ltd, PO Box, 234 St Leonards, NSW 1590.

### *Step 3*

We will attempt to resolve your complaint efficiently and fairly. If you feel our response is inadequate, or if you have not received a response within 45 days, you can have your complaint reviewed by the Australian Financial Complaints Authority:

Online: [www.afca.org.au](http://www.afca.org.au)  
Email: [info@afca.org.au](mailto:info@afca.org.au)  
Phone: 1800 931 678  
Fax: (03) 9613 6399  
Mail: Australian Financial  
Complaints Authority  
GPO Box 3  
Melbourne VIC 3001

## **Compensation arrangements**

We hold professional indemnity insurance in respect of our financial services which complies with the *Corporations Act 2001* (Cth). The professional indemnity insurance covers all of the financial services you are provided, even if they were provided by a person who is no longer our Authorised Representative.

## **Privacy**

Australian Privacy Principles apply to how we collect and use personal information. The information you provide to us for the purposes of obtaining financial product advice must only be used to:

- fully understand your financial planning needs;
- provide you with information, products or services that you might reasonably expect or request;
- manage rights under any laws applying to the services provided; and
- conduct research and marketing which includes direct marketing (although you have the right to specifically instruct us not to use your personal information for these purposes).

For details of how we collect and use your personal information, please contact us.

## **Further Information**

If you have any further queries about our financial services, please do not hesitate to contact us.

## **Contact us**

WJD Advisory Pty Ltd

Suite 103, 156 Pacific Hwy, ST LEONARDS NSW 2065

Telephone 02 9906 6566

Email: [contact@wjdadvisory.com.au](mailto:contact@wjdadvisory.com.au)

## Schedule of fees

These prices should be used as a guide only. We will discuss your individual needs and agree our fees with you. The actual agreed fees will depend on factors such as the complexity of your circumstances and goals and the scope of the advice.

### Initial fees

Our preferred method of payment is by an agreed fee. The actual fee charged to you will depend on the nature of the advice or service we provide. We will discuss and agree the actual fees with you before we proceed. The following section outlines our types of fees that may apply.

#### Initial advice fees

We are committed to making sure our fees are transparent, understood and agreed to by you. Our preferred method of payment is by an agreed fee.

The actual fee charged to you will depend on the nature of the advice or service we provide. We will discuss and agree the actual fees with you before we proceed. You will therefore know the services to be provided to you and what they will cost, before any services commence. If we are the servicing planner for your employer, we will agree any advice fee with your employer and disclose this to you.

The actual costs will normally be shown in our written advice to you or in the acknowledgement form completed when a transaction without advice service is requested. For transactions without advice you can ask us for details of the remuneration or other benefits at any time before the transaction is completed.

You may choose to pay fees directly to WJD Advisory Pty Ltd or where possible, they may be deducted from your product.

These are fees paid when you have agreed to receive our advice:

Initial service	Fee amount
Initial Interview Per Hour	\$0
Advice / Statement of Advice	Starting from \$2,200
Complex Strategies extra charge per hour	\$440
Implementation Fee	Starting from \$1,100

## Ongoing service fees

We provide ongoing services for clients with existing ongoing fee arrangements to help you stay on track to meet your goals. Our ongoing service fees vary depending on the scope and complexity of services provided. The cost of these services are as follows:

Ongoing service	Fee amount
Ongoing Service Program	From \$2,200 and \$44,000 per annum
Review Per Hour	\$440
Administrative Assistance per Hour	\$440

The amount of fees will depend on the service offering and these will be provided in a separate advice or services agreement.

## Annual advice and service fees

We also offer services for the below costs for a fixed period of 12 months. The cost of those services are as follows:

Service	Fee amount
Annual Advice Review	From \$2,200 to \$44,000 for a 12 month period

The amount of fees will depend on the service offering and these will be provided in a separate advice or services agreement.

## Commissions

We do not receive commissions on investments through superannuation, managed funds or retirement products.

Any commission amounts will be disclosed to you when providing our advice. The following table is a guide of commissions we may receive.

Product type	Initial commission	Ongoing commission	Example
Insurance (including those held within superannuation)	<p>We may receive commission of:</p> <ul style="list-style-type: none"> <li>up to 66% of the first year's premium for new policies implemented from 1 January 2020</li> <li>up to 77% of the first year's premium for policies implemented between 1 January 2019 and 31 December 2019</li> <li>up to 88% of the first year's premium for policies implemented between 1 January 2018 and 31 December 2018</li> </ul>		
	<p>Where you change the level of cover on a policy and your premium increases as a result, we may receive commission on the increase in the premium (i.e. if your premium was \$1,000 and it is now \$1,200, we would receive "initial" commission on the additional \$200). This premium is capped at the percentage applicable in the year that you implemented the policy – i.e. if you commenced a policy in June 2018 and increase the cover now, we may receive up to 88% of the increase.</p>	<p>Policies entered into after 1 January 2018: up to 22%</p> <p>Policies entered into prior to 1 January 2018: up to 33%.</p>	<p>On insurance policies implemented from 1 January 2020, if your insurance premium was \$1,000, we would receive an initial commission of up to \$660.</p> <p>We would receive an ongoing commission of up to \$220.00 pa.</p>
	<p>We may also receive commission of up to 130.00% of the increase to the premium of existing policies that were implemented prior to 1 January 2018 (where that increase is a result of action by you – e.g. an increase in the amount of cover).</p>		

All fees and charges include GST.

If an agreed advice fee is charged then we may rebate all or some of the commission.



## Adviser profiles

This adviser profile forms part of the FSG dated 1<sup>st</sup> July, 2021.

### About Adam Denmeade and CPS Financial Solutions Pty Ltd.

Adam Denmeade is a Financial Adviser who helps clients clarify and achieve their financial and lifestyle goals. Adam believes in a consultative and transparent advice process where he spends considerable time understanding a client's needs and researching the opportunities available to them. Adam is driven by getting his clients the best outcome possible and works determinedly to make this happen. It is this approach that has seen many clients refer their families and friends to Adam for help.

Adam has worked in the financial planning industry since 2001 and became a Financial Adviser in 2009. Adam has extensive technical knowledge from a well-rounded career starting in fund manager customer service, paraplanning in small advice practices and directing his own company. It is this background that enables him to make complex numbers simple and share invaluable industry insights and knowledge with clients.

Here at CPS Financial Solutions we are passionate about helping businesses and individuals achieve their financial and lifestyle goals. Our aim is to build long-term partnerships with our clients and assist them in building, protecting, and managing their wealth and lifestyle for them and their families.

### Qualifications

Diploma of Financial Planning

Advanced Diploma of Financial Planning

### Professional Membership

FPA - Financial Planning Association

SMSF Association

### Financial services Adam Denmeade is authorised to provide

Adam Denmeade is authorised to provide financial services including financial product advice (general and personal advice) and deal in financial products including:

- basic deposit products;
- non-basic deposit products;
- non-cash payment products;
- managed investment schemes, including Investor Directed Portfolio Services (IDPS);
- government debentures, stocks or bonds;
- securities;
- superannuation;
- retirement savings accounts;
- investment life insurance products, including funeral bonds, endowment policies, allocated pensions and annuities; and
- life risk insurance products, including term life, total and permanent disability, trauma and income protection;

Your financial adviser may recommend products from our approved products list, which you may request to see at any time.

### Contact Details

Address: Suite 103, 156 Pacific Hwy, ST LEONARDS NSW 2065

Phone: 02 9439 1141

Email: [adam@cpsfinancial.com.au](mailto:adam@cpsfinancial.com.au)