



Baron Financial Planning

Baron Financial Planning Financial Services Guide (FSG)

28 June 2021

This Financial Services Guide (FSG) contains information that will help you decide whether to use the financial services we offer. It sets out:

who we are and how we can be contacted

the advice and services we provide

information about our licensee Baron Financial Group Pty Ltd (Baron Financial Planning)

our fees and how we, your adviser and Baron Financial Group, are paid in connection with those services

how we manage your private information

how you can complain about a matter relating to us or Baron Financial Group Pty Ltd

Documents you may receive

We will provide you with a number of documents as you progress through our financial planning process to capture each stage of your advice journey. We may provide these documents to you electronically to your nominated email address, unless otherwise agreed.

When we provide personal advice it will normally be documented and provided to you in a Statement of Advice (SoA), plan contains a summary of your goals and the strategies and any financial products we may recommend to achieve your goals. It also provides you with detailed information about product costs and the fees and other benefits we and others will receive, as a result of the advice we have provided.

If we provide further personal advice a plan may not be required. We will keep a record of any further personal advice we provide you for seven years. You may request a copy of such records by contacting our office during that period.

If we recommend or arrange a financial product for you we will provide a product disclosure statement (PDS) where relevant. These documents contain the key features of the recommended product, such as its benefits and risks as well as the costs you will pay the product provider to professionally manage that product.

You should read any warnings contained in the your advice document, the PDS or IDPS guide carefully before making any decision relation to a financial product.

Not independent

We are not independent, impartial and unbiased in relation to the provision of financial advice because we are paid a commission for the personal financial advice we provide on life risk insurance.

Generally, we recommend products that are contained within our approved products and services list (APSL), but we can also recommend products and services outside our APSL, if we deem these to be more appropriate to your needs.

We may receive monetary and non-monetary benefits from product providers, if these do not influence our advice provided to you.

About our practice

Summary of the business

Name	Baron Financial Group Pty Ltd trading as Baron Financial Planning as Trustee of the Baron Financial Trust
Australian Business Number	28 237 106 574
Australian Company Number	148 090 528

Our office contact details

Address	3/29 Boyd Street, Tweed Heads, NSW 2485
Phone	1300 859 454
Fax	07 5536 2855
Email	bfis@bigpond.com

This guide provides information about our advisers including their contact details, qualifications, experience, the services they may offer and financial products they can provide advice on.

Baron Financial Group Pty Ltd has more than one office. This FSG details information about our practice only. You can obtain the FSG for other offices by contacting them on the details below.

Southport office contact details

Address	Southport Central Tower 3, Level 6, Suite 30609, 9 Lawson Street, Southport, Qld 4215
Phone	1300 859 454
Fax	07 5536 2855
Email	bfis@bigpond.com

Our advice and services

We can provide you with personal and general advice about specific services and financial products listed below.

Individual advisers within our practice may not be qualified to provide advice in all of the services and products noted below. Their individual profile guides will note any limitations to the advice they are qualified to provide. At all times we will ensure the appropriate adviser is available to you to provide advice consistent with your goals.

The following table sets out the areas of advice we can help you with as well as the products and services we can arrange.

Any additional advice or services we can offer you, or limitations to the list below, will be outlined in **Our Financial Advisers** on page 10..

We can provide advice on	We can arrange the following products and services
Investments strategies (strategic asset allocation and goals based investing)	Superannuation, including retirement savings accounts
Budget and cash flow management	Employer superannuation
Salary packaging	Managed investments
Superannuation strategies and retirement planning	Separately managed accounts
Personal insurance	Investor directed portfolio services (for example, administration platforms)
Estate planning	Deposit and payment products (for example term deposits, cash management accounts and non-cash payment products)
Centrelink and other government benefits	Retirement income streams, including pensions and annuities
Ongoing advice and services, including regular portfolio reviews	Personal and group insurance (life cover, disability, income protection and trauma)
Aged care	Life investment products including whole of life, endowment and bonds
	Exchange traded funds and Listed Investment Companies bought via platform
	Arranging for listed securities, shares and debentures to be bought and sold via a platform and broker
	Limited selection of investment guarantees

Baron Financial Group Pty Ltd maintains an approved products and services list, which includes products issued by a diversified selection of approved Australian and International fund managers. These have been researched by external research houses as well as our in-house research team.

Baron Financial Group Pty Ltd periodically reviews these products to ensure that they remain competitive with similar products that address similar client needs and objectives. Generally, we recommend products that are on the approved products and services list. However, if appropriate for your needs, we may, subject to Baron Financial Group's approval, recommend other products.

A copy of the approved products and services list can be supplied to you upon request.

If we recommend a new platform or portfolio administration service, we use those approved by Baron Financial Group and where appropriate to your circumstances.

Tax implications of our advice

Under the Tax Agent Services Act 2009, Baron Financial Group Pty Ltd, trading as Baron Financial Planning is authorised by the Tax Practitioners Board to provide tax (financial) advice services on matters that are directly related to the nature of the financial planning advice provided to you. We will not consider any other tax matters in our advice to you. Where tax implications are discussed they are incidental to our recommendations and only included as an illustration to help you decide whether to implement our advice.

Transaction services

We can arrange to complete transactions for you on limited types of financial products where we can take your instructions and arrange for the transaction to be completed, without providing personal advice. If you wish to proceed without our advice, we will ask you to confirm your instructions, which will be documented in writing. We will keep a record of this documentation for seven years. You may request a copy of such records by contacting our office during that period.

Your relationship with us and using our services

You can contact us directly with any instructions relating to your financial products. This includes giving us instructions by telephone, mail or email. We can only accept your instructions via email once you have signed an authority form.

We will work with you to agree what advice and services we will provide and when and how often we will provide them.

Where you agree to ongoing advice and services, the details will be documented and provided to you in a service agreement. This includes the frequency of contact between us, service standards that may apply, any ongoing fee arrangements and how the service can be terminated.

If at any time you wish to terminate your relationship with us, please contact us using the details shown in this guide.

Changing service providers

We want to make sure that you receive services without interruption. This means that we may transfer and assign our rights and obligations under either an ongoing service agreement or annual agreement to another adviser, practice, or licensee (the new service provider). If we do this, the new service provider will deliver services to you and will be entitled to the agreed on-going fees or fees from an annual agreement.

We will write to you with at least 14 days' notice to let you know the agreement is being assigned. You can end the agreement at any time by giving written notice to us or the new service provider after the agreement has been assigned.

Providing information to us

It is important that we understand your circumstances and goals, so that we can provide you with appropriate advice and services. You have the right not to provide us with any personal information. Should you choose to withhold information, or if information you provide is incomplete or inaccurate the advice or services we provide you may not be appropriate for you.

It is also important that you keep us up to date by informing us of any changes to your circumstances so we are able to determine if our advice continues to be appropriate.

Our fees

The actual fee charged to you will depend on the nature of the advice or service I provide. I will discuss and agree the actual fees with you before I proceed. The following section outlines the types of fees that may apply.

The fees charged for my advice and services may be based on a combination of:

- A set dollar amount; or
- A percentage based fee.

My agreed advice and service fees may include charges for:

- Initial advice;
- Ongoing or annual advice and services.

Please note that for services in relation to insurance, commissions may be paid by the product provider as follows:

- Initial commission - a percentage of the value of your insurance premiums; and
- Ongoing commission - a percentage of the value of your insurance premiums, usually calculated at the end of each month in which you hold the insurance or on renewal of the insurance products.

Payment methods

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

BPAY, direct debit (savings), credit card or cheque; and

Deduction from your investment.

All fees and commissions will be paid directly to Baron Financial Group as the licensee.

For more information on our services, please see our **Schedule of fees attached**.

Other costs

Where other costs are incurred in the process of providing our advice and services to you, you will be liable for these costs. However, we will agree all additional costs with you prior to incurring them.

Other benefits we may receive

The following is a list of benefits we may receive other than those explained above. These are not additional costs to you. These benefits may be monetary or things like training, events or incentives we are eligible for.

We may participate in business lunches or receive corporate promotional merchandise tickets to sporting or cultural events and other similar items.

Relationships and associations

It is important that you are aware of the relationships that Baron Financial Group Pty Ltd has with providers of financial services and products as they could be seen to influence the advice you receive.

About our licensee

Baron Financial Group Pty Ltd

ABN 16 148 090 528

Australian Financial Services Licensee

Licence No: 514585

Baron Financial Group Pty Ltd has:

Approved the distribution of this FSG

Authorised us to provide advice and other services as described in this FSG

Baron Financial Group Pty Ltd registered office is located at 3/29 Boyd Street, Tweed Heads, NSW 2485.

Confidence in the quality of our advice

If at any time you feel like you are not satisfied with our services, the following will help you understand your options and find a resolution.

Contact your adviser and tell them about your complaint.

If your complaint is not satisfactorily resolved within three business days, please contact Baron Financial Group Pty Ltd:

Attention: Compliance Manager

3/29 Boyd Street

Tweed Heads NSW 2485

- We will try to resolve your complaint quickly and fairly. We will provide you with a decision in respect to your complaint within 45 days of us receiving it.
- We note that in some circumstances, it may not be possible to completely resolve a complaint within the 45 days. If you do not agree with our decision in respect of your complaint, or are otherwise unsatisfied with our response after the 45 day period, you may escalate your complaint to one of the following External Dispute Resolution Schemes listed below.

Any issues relating to financial advice, investments, superannuation, insurance matters, or credit matters

Australian Financial Complaints Authority (AFCA)

GPO Box 3
Melbourne
VIC 3001

1800 931 678
www.afca.org.au
info@afca.org.au

Any issue relating to your personal information

The Privacy Commissioner

GPO Box 5218
Sydney NSW 2001

1300 363 992
privacy@privacy.gov.au

You may also contact the **Australian Securities & Investments Commission (ASIC)** on 1300 300 630 (free call info line) to make a complaint and obtain information about your rights.

Professional indemnity insurance

We maintain professional indemnity insurance to cover our advice and the recommendations provided by your adviser. Baron Financial Group Pty Ltd is also covered by professional indemnity insurance and this satisfies the requirements imposed by the Corporations Act 2001 and National Consumer Credit Protection Act. The insurance covers claims arising from the actions of former employees or representatives of Baron Financial Group Pty Ltd, even where subsequent to these actions they have ceased to be employed by or act for Baron Financial Group Pty Ltd.

Your privacy

We are committed to protecting your privacy. Below we outline how we maintain the privacy of the information we collect about you.

Privacy Collection Statement

As part of the financial planning process, we need to collect information about you. Where possible we will obtain that information directly from you, but if authorised by you we may also obtain it from other sources such as your employer or accountant. If that information is incomplete or inaccurate, this could affect our ability to fully or properly analyse your needs, objectives and financial situation, so our recommendations may not be completely appropriate or suitable for you.

We are also required under the Anti-Money-Laundering and Counter-Terrorism Financing Act (AML/CTF) 2006 to implement client identification processes. We will need you to present identification documents such as passports and driver's licences in order to meet our obligations.

We keep your personal information confidential, and only use it in accordance with our Privacy Policy. Some of the ways we may use this information are set out below:

Your adviser and Baron Financial Group Pty Ltd may have access to this information when providing financial advice or services to you;

Your adviser may, in the future, disclose information to other financial advisers, brokers and those who are authorised by Baron Financial Group Pty Ltd to review customers' needs and circumstances from time to time;

Your information may be disclosed to external service suppliers both here and overseas who supply administrative, financial or other services to assist your adviser in providing financial advice and services to you. A list of countries where these service providers are located can be found in the Privacy Policy;

Your information may be used to provide ongoing information about opportunities that may be useful or relevant to your financial needs through direct marketing (subject to your ability to opt-out as set out in the Privacy Policy); and

Your information may be disclosed as required or authorised by law and to anyone authorised by you.

Your adviser and Baron Financial Group Pty Ltd will continue to take reasonable steps to protect your information from misuse, loss, unauthorised access, modification or improper disclosure. You can request access to the information your adviser or Baron Financial Group Pty Ltd holds about you at any time to correct or update it as set out in the Privacy Policy. The Privacy Policy also contains information about how to make a complaint about a breach of the Australian Privacy Principles.

For a copy of Baron Financial Group Pty Ltd Privacy Policy visit www.bfis.com.au or you can contact us.

Our Financial Adviser

About Doris Baron

Phone	1300 859 454
Email	bfis@bigpond.com
Authorised representative number	381390

Qualifications

BBus, Dip FP, Dip FS (MBM)

Professional memberships

Financial Planning Association (FPA), Financial Services Institute of Australia (Finsia)

Professional designations

CFP - Certified Financial Planner (FPA)

Senior Associate of FINSIA

The advice and services I can provide

I am authorised to provide all the services listed in the **Our advice and services** section.

We can refer to appropriate providers for the following products and services:

- Establishment of Self- Managed Superannuation Funds (SMSF)
- Standard margin loans
- Loans including mortgages and personal loans, reverse mortgages and deposit bonds
- Securities (including listed securities and debt securities)

How I am paid

I receive the following from our practice:

I receive a wage from Baron Financial Group Pty Ltd and have equity in the practice

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 service fees

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

Initial service	Fee amount
Advice Preparation	Starting from \$330.00 up to \$33,000.00
Implementation Fee	Starting from \$330.00 up to \$33,000.00
Hourly rate for Ad Hoc Advice or other services	Starting from \$275.00 to \$440.00

Ongoing service fees

I provide ongoing services to help you stay on track to meet your goals. The cost of these services are as follows:

Ongoing service	Fee amount
Ongoing Fee for Service	Between 0.22% and 2.20%
If you elect to pay a fee for ongoing review of your financial strategy, the ongoing service fee is based on the complexity of ongoing advice and the services provided.	For example, if your account balance was \$100,000 your fee would be between \$220.00 and \$2,200.00 Or A flat dollar fee between \$550.00 and \$8,800.00

The amount of fees will depend on the service offering and these are provided in a separate ongoing services agreement.

Annual advice and service fees

I 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
1. one review meeting and access to your adviser and administration staff at any time or	Between 0.22% and 2.20%
2. access to your adviser and administration staff for administrative assistance	For example, if your account balance was \$100,000 your fee would be between \$220.00 and \$2,200.00 Or A flat dollar fee between \$165.00 and \$8,800.00

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

Commissions

We may receive commissions when implementing certain products for you, in line with the below.

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

Product type	Initial commission	Ongoing commission	Example
Insurance (including those held within superannuation)	<p>Up to 66% of the first year's premium for new policies implemented from 1 January 2020.</p> <p>We may receive commissions on increases or additions to existing policies of up to 130%.</p>	<p>Up to 33% of insurance premiums each year.</p>	<p>On insurance policies implemented from the 1st of January 2020 if your insurance premium was \$1,000, we would receive an initial commission of up to \$660. We would receive an ongoing commission of up to \$330.00 pa.</p>

All fees and charges include GST.

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