

# Adviser Profile

## The financial services are offered to you by:

**NORMAN SINCLAIR** (ASIC No. **249943**), as an Authorised Representative of MADISON FINANCIAL GROUP PTY LTD ("Madison") and as a representative of:

### SEED ADVICE PTY LTD

ABN No: 48 612 993 423  
ASIC No: **1246638**  
Address: Level 2, 47 Warner Street  
FORTITUDE VALLEY QLD 4006  
Mobile No: 0412 592 146  
Email: norm@seedinvest.com.au



I have been providing financial services advice to clients since 1998 and have been a representative of Madison since 23 June 2010.

I hold the following qualifications:

- Master of Financial Planning
- Diploma in Financial Planning

I am a member of the Financial Planning Association of Australia (FPA)

I am authorised by Madison to provide personal advice, general advice and to deal in:

- Deposit Products
- Non-Basic Deposit Products
- Government Debentures, Stocks and Bonds
- Life Insurance Investments Products
- Life Insurance Risk Products
- Managed Investments
- Retirement Savings Account Products,
- Securities
- Superannuation
- Standard Margin Lending Facility

I am **not authorised** by Madison to provide personal advice, general advice and to deal in the following:

- Managed Discretionary Account Services

As part of my services to you, I am able to provide advice on the following:

- Wealth Creation,
- Retirement Planning and Pensions Advice
- Personal and Corporate Superannuation
- Personal and Business Risk Insurance
- Pensions
- Managed Portfolio Services
- Centrelink Planning Advice
- Cash Flow and Debt Reduction Strategies
- Portfolio Review and Ongoing Service
- Self-Managed Superannuation Funds
- Gearing Strategies

## How do we charge our clients for our services?

You have a choice of how our financial services can be paid for in the following manner,

- Fees are calculated on either a fixed dollar amount of up to \$418 per hour (including GST), although the current rate is up to \$330 per hour (including GST) and/or a percentage amount based on funds under management. Our policy is generally to charge a fee for our professional advice and service however any commission paid to us by product providers will be specified at the time of the recommendation.
- For preparation of a strategy recommendation and implementation we quote our fees on a individual basis depending upon the type of advice required and the level of complexity. We will always advise you of our terms of engagement prior to commencing work on your behalf.

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**Financial Planning Advice Fees** can be charged in the following manner:

- Where you choose to pay your advice fee via a percentage from an investment product our upfront fee is usually up to 2% of the value of your investment. For example, if your investment was \$100,000 we could receive up to \$2,000 ( $\$100,000 \times 2\%$ ).
- Where you choose to pay your ongoing advice fee via a percentage from an investment product our ongoing financial planning advice fee is usually up to 1.1% of the value of your investment each year. For example, if your investment was valued at \$100,000 we could receive up to \$1,100 ( $\$100,000 \times 1.1\%$ ) per annum.

## **Commission Details**

- For all new insurance policies either applied for from 1 January 2018 or applied for pre-1 January 2018 and accepted on or after 1 April 2018, a maximum commission of 88% (including GST) of the first years' premium and a maximum commission of 22% (including GST) of the second and subsequent years premiums. For example, if your insurance policy was applied for on 1 January 2018 and your premium for the first year is \$2,500, we will receive up to \$2,200 in commissions ( $\$2,500 \times 88\%$ ). If the premium amount for the second and subsequent year is \$2,600, we will receive up to \$572 in commission ( $\$2,600 \times 22\%$ ). For all insurance policies in force prior to the above dates, the maximum commission payable was 121% (including GST) of the first years' premium. The commission payable in the second and subsequent years varied depending on the commission structure.

## **Grandfathered Investment Commission**

- For Investment Products any arrangements in place prior to 1 July 2013 will be grandfathered. The ongoing commission will be a percentage of the value of your investment each year and is generally paid from the administration fees charged by the product provider.

## **How are we paid?**

- (a) All fees and gross commission payments are shared between our practice and Madison under a split sharing arrangement fixed at 97%. For instance, every \$1,000 of income received by Madison will generate \$970 of income to us.

My remuneration is based on the fees and commissions I am able to generate through my activities as an Authorised Representative and is paid to my business Seed Advice Pty Ltd. The business in which I am employed receives fees and commissions from business generated and remunerates me by way of salary. As owner and Director of Seed Advice Pty Ltd, I am entitled to the profits generated by the business.

- (b) Should a client be referred to Just Property Investments Pty Ltd I may receive up to 40% of commissions, charged on a 2.5% purchase price. For example, if the purchase price of your property is \$500,000, Just Property Investments Pty Ltd may receive up to \$12,500 ( $\$500,000 \times 2.5\%$ ), of which I may receive up to \$5,000 ( $\$12,500 \times 40\%$ ).
- (c) We are required to keep a Register of Alternative Remuneration which shows any payment other than fees and commissions which may be received by us from fund managers or product providers. This register is available for inspection with 7 days' notice, in writing.

## **Important Note**

**The Adviser Profile forms an essential part of the Madison Financial Services Guide and must be read in conjunction with the Madison Financial Group Pty Ltd Financial Services Guide Part 1. The Madison Financial Services Guide is not complete without it.**