



SIMPLIFY
FINANCIAL PLANNING

Financial Services Guide

Understanding the advice process and our relationship with you

This Guide contains important information about:

- Who we are and how we can be contacted
- What services and products we are authorised to provide
- The fees and costs for our services
- Any associations or potential conflict of interest we may have
- How we deal with complaints

Please take the time to read and understand this FSG before engaging our services.

Purpose of this document

This Financial Services Guide (FSG) is issued by Simplify Licensing Pty Ltd ABN 52 665 326 358 Australian Financial Services (AFSL) No: 547160

The purpose of this Financial Services Guide (FSG) is to assist you in deciding whether to use our services by giving you information about the type of services we provide, how we are remunerated and your rights when you have a complaint about the services we provide to you.

Not Independent

Simplify Financial Planning and our Advisers may receive commissions associated with the issue of life insurance products, as permitted by law.

For these reasons, we are not able to refer to ourselves as 'independent', 'impartial' or 'unbiased'.

About Simplify Financial Planning:

Simplify Financial Planning is owned and operated by Ajey Malik. We provide holistic financial advice with a specialist interest in Superannuation, Investment Management & Retirement Planning. Operating through its own Australian Financial Services License, Simplify Financial Planning has no alignment or financial relationship with any other organisation or product provider. This allows us to provide advice that is driven purely and simply by what's best for our clients.

Ajey Malik will provide these services to you through Simplify Financial Planning Pty Ltd. Simplify Financial Planning is a Corporate Authorised Representative (CAR) under the Australian Financial Services License (AFSL) held by Simplify Licensing Pty Ltd.

About Ajey Malik

Ajey Malik is the founder and principal adviser. I have been working in the financial planning industry since 2008 and am fully qualified in all areas of financial planning with a specialist focus on Superannuation, Investment Management & Retirement Planning.

I work as a financial adviser to help increase financial certainty, clarity and peace of mind in the lives of my clients.

To me financial planning is all-encompassing. It impacts on many different facets of my client's lives. Being a financial adviser is a privileged position, and incredibly fulfilling as I can assist my clients in meeting their financial goals, using strategies that are specifically designed around their needs.



Qualifications

- Master of Commerce – Finance (Curtin University)
- Bachelor of Commerce – Economics & Finance (Curtin University)
- Advanced Diploma in Financial Planning (Kaplan Professional)
- Self-Managed Super Fund (SMSF) Accreditation (Kaplan Professional)
- Registered Tax (Financial) Adviser

The Licensee

Simplify Licensing Pty Ltd is the licensee and holder of the Australian Financial Services Licence ('AFSL'). The licensee authorises and is responsible for the financial services provided to you, as well as the content and distribution of this FSG. The licensee's contact details are as follows:

Licensee name:	Simplify Licensing Pty Ltd
ABN:	52 665 326 358
AFSL number:	547160
Address:	31 Fairbairn Road, Coogee WA 6166
Phone:	0432 273 055

We are the providing entity and are providing the financial services to you in our capacity as an Authorised Representative of the Licensee.

The Licensee's Authorised Representatives who may provide services to you are listed below.

Authorised Representatives

The corporate authorised representative is:

Practice Name:	Simplify Financial Planning Pty Ltd
CAR Number:	001302915
Address:	31 Fairbairn Road, Coogee WA 6166
Website:	www.simplifyfp.com.au
Phone:	0432 273 055

The individual authorised representative is:

Financial Adviser:	Ajey Malik
AR number:	001000088
Phone:	0432 273 055
Email:	ajey@simplifyfp.com.au

The Licensee and the Authorised Representatives listed in this FSG act on your behalf when we provide financial services to you.

What Financial Services and Products are we authorized to provide?

We are authorised to provide financial product advice and deal in the following financial products to both retail and wholesale clients:



Superannuation and Retirement Planning

- Personal Superannuation
- Industry and Public Sector Superannuation
- Pensions and Annuities
- Self-Managed Superannuation
- GESB West State & Gold State Super
- Centrelink/Veteran's Affairs Assistance



Wealth Creation and Investments

- Cash & Term Deposits
- Investment Bonds
- Managed Investments
- Exchange Traded Funds
- Listed Securities (Shares and other products)



Wealth Protection

- Life Insurance
- Total & Permanent Disability (TPD) Insurance
- Income Protection Insurance
- Trauma Insurance
- Business Insurance
- Insurance Claims Assistance



Other Financial Planning Services

- Cashflow Modelling
- Tax Optimisation
- Debt Reduction Strategies
- Estate Planning

What Fees and Commissions are payable to us?

We operate on a fee-for-service basis. All fees and insurance commissions are payable to Simplify Licensing Pty Ltd (Licensee) which then pays 100% of this remuneration to Simplify Financial Planning Pty Ltd (Practice). The Practice pays the Licensee a fixed licensee fee which may change from time to time. All fees outlined here are inclusive of GST. Our fee structure is unique in that it is transparent, contractually agreed fixed price. We do not charge you more money just because you may have more money.

Approx 60 – 90
minutes

At our expense.

Initial Consultation

We offer an obligation free initial consultation to discuss your financial needs. This meeting will include a discussion of your needs, objectives, current financial position, and a general discussion of possible strategies to meet your needs. In this meeting we will also establish a 'Scope of Advice' upon which our advice to you will be based.

\$220 per hour.

Ad hoc advice

Where you don't have an ongoing service arrangement and require ongoing advice on an ad hoc basis, a fee based on time will be charged at an hourly rate.

from
\$1,100 to \$5,500

typically, around
\$3,300

Advice Preparation & Implementation

We may charge fees for the preparation of your Statement of Advice, which details all our recommendations in writing. These fees will be based on your individual circumstances, the complexity involved and the time it takes to research and prepare the strategies to meet your needs. This fee includes ensuring our advice is implemented correctly.

An estimate of this fee will be specified in the **Engagement Agreement** to Provide Advice and agreed with you prior to the development of your **Statement of Advice** document.

from
\$1,100 to \$8,800
p.a.

Ongoing Advice Fees

We may charge an agreed fixed fee to provide ongoing portfolio reviews and/or for the provision of ongoing services as part of our client value proposition. The level of this fee depends upon the complexity of strategies recommended and level of our ongoing involvement.

This fee will be detailed in our **Ongoing Service Agreement** and your **Statement of Advice**. This fee will be agreed with your prior to a service commencing on your behalf.

You can opt out of an ongoing service at any time with one month's notice.

Initial: 0% to 66%

Ongoing: up to 22%

Insurance Commissions

Simplify Financial Planning receives initial and ongoing commissions from insurance providers when you take out an insurance policy (life, TPD, trauma, income protection or business insurance) we recommend.

Initial commissions range from 0% to 66% of the initial yearly premium payable. Ongoing commissions may be up to 22% of your ongoing premium.

Commissions are paid to us by the insurance product provider, will be disclosed in your Statement of Advice, and **are not an additional cost to you.**

Adviser Remuneration

Ajey Malik is the owner of the practice (Simplify Financial Planning Pty Ltd) and is remunerated through the profits generated by the practice.

The Financial Advice Process?

Step 1: Initial Inquiry

We will contact you for an informal hello. We'll be keen to capture what's prompted you to contact us and your motivation for seeking financial advice. We may even send you some homework!

Step 2: Complimentary Meeting

This is a complimentary one hour chat where we will determine your current financial situation and uncover what's important to you & what you're working towards (goals & objectives).

Step 3: Info Gathering & Quote

We gather all your relevant information and collate this into a Fact Find document. High-quality input results in high-quality output. After understanding your situation and goals, we'll offer a written quote.

Step 4: Preparing your financial plan

Once you choose to engage us, we will deliver our advice via a Statement of Advice (SoA). It includes recommended strategies, products, and services, along with a timeline and accountability process, serving as your roadmap to achieve your goals and objectives. Your plan will be presented to you either in person or via video conference.

Step 5: Implementing your plan

Once you have a clear understanding of our advice and are feeling confident, your financial plan will be put into action. Implementation involves administrative tasks and legislative documentation. We take care of this for you!

Step 6: Ongoing Review

Your circumstances, lifestyle and financial goals change over time. Markets, legislation and products available also change. So it's important that your financial plan is regularly reviewed, to ensure you keep on track.

Details of any potential conflicts of interest?

Neither **Simplify Financial Planning** nor **Simplify Licensing** has any ownership or contractual links with any financial product issuer that could restrict or unduly influence its advice.

We have no unreasonable limitations placed on which products we can recommend. And we have no incentive to recommend the product of one institution over another.

We do not offer any financial products of our own but do maintain an approved product list (APL) with all products on this list subject to periodic review by the Investment Committee. Independent research reports are utilised in compiling and maintaining this approved product list. We have the discretion to utilise products outside this APL with the approval of its Investment Committee.

In providing advice and service to its clients, **Simplify Financial Planning** retains the services of other professionals from time to time. This includes accountants, auditors, solicitors, insurance advisers and other independent consultants. We **do not** receive any referral fees from any party for referring clients to them, nor do we pay any referral fees to any party for referring clients to us.

What information do we maintain in your file and can you examine it?

To develop a successful financial strategy, including recommending suitable products which will meet your needs, we need to consider your personal circumstances and financial goals. We will ask you for information about your financial situation and needs prior to our initial meeting, or during our meeting to ensure our advice is appropriate for your circumstances.

We will retain copies of your identity documents and we will maintain a record of your personal profile including details of your objectives, financial situation and needs. We also maintain records of any recommendations made to you, including the initial Statement of Advice, and any subsequent Statements of Additional Advice and Records of Advice provided to clients receiving our ongoing service.

We are committed to ensuring the privacy and security of your personal information. We have a Privacy Policy which sets out how we collect, hold, use and disclose your personal information. We keep a record of your personal information and advice documents for a period of no less than seven years. If you wish to examine your file, please ask us. We will make arrangements for you to do so. Our Privacy Policy is available on request and on our website.

What should you do if you have a complaint?

If you are not satisfied with our services or advice and have a complaint, you should take the following steps:

1. Contact Ajey Malik and notify him of your complaint.
2. If your complaint is not satisfactorily resolved within 5 working days, please put your complaint in writing and send it to Simplify Licensing Pty Ltd at PO Box 268 South Fremantle, WA 6162, or by email to compliance@simplifyfp.com.au. Simplify Licensing Pty Ltd will try to resolve your complaint quickly and fairly.
3. If you still do not get a satisfactory outcome within 30 days from the day you lodge your complaint with Simplify Licensing Pty Ltd, you have the right to refer the matter to Australian Financial Complaints Authority (AFCA) for external resolution. AFCA provides a fair and independent financial services complaint resolution that is free to consumers.

Website: www.afca.org.au

Email: info@afca.org.au

Telephone: 1800 931 678 (free call)

In writing to: Australian Financial Complaints Authority,
GPO Box 3, Melbourne VIC 3001

Simplify Licensing Pty Ltd is a member of this Service.

Compensation Arrangements

Simplify Licensing Pty Ltd has in place Professional Indemnity Insurance that is required under the Corporations Act and this meets ASIC's requirements covering present and past representatives.