

**Private Wealth Advisory Pty Ltd  
(ACN 606 440 779)**

**AFSL 478249**

## **Financial Services Guide**

### **Contact Details**

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## About this Guide

This Financial Services Guide (**FSG** or the **Guide**) has been authorised for distribution by:

Private Wealth Advisory Pty Ltd (**Private Wealth Advisory**) ACN 606 440 779  
Australian Financial Services License no. 478249  
Level 9, 1 William Street, Perth WA 6005  
Email: [admin@premiaprivate.com.au](mailto:admin@premiaprivate.com.au)  
Website: [www.premiaprivate.com.au](http://www.premiaprivate.com.au)

The Guide is designed to clarify who Private Wealth Advisory is and what Private Wealth Advisory does. The Guide is intended to help you evaluate and make an informed decision about whether to use the financial services we offer. The Guide explains:

- the financial services and types of financial products Private Wealth Advisory is able to offer you;
- how Private Wealth Advisory and its representatives are remunerated;
- the relationships, associations or interests that Private Wealth Advisory and its representatives have that could reasonably be regarded as being capable of influencing the advice provided to you; and
- how Private Wealth Advisory deals with complaints, what you should do if you have a complaint and information related to Private Wealth Advisory's compensation arrangements regarding client complaints.

## About Private Wealth Advisory

Private Wealth Advisory holds an Australian Financial Services Licence (**AFSL**) no. 478249, which has been issued by the Australian Securities and Investments Commission (**ASIC**). Premia Private Wealth Pty Ltd (**Premia Private Wealth**) is a Corporate Authorised

Representative [Authorised Representative No. 1240671] of Private Wealth Advisory.

As the holder of an AFSL, Private Wealth Advisory is responsible for the financial services provided to you. The law requires Private Wealth Advisory to have, and Private Wealth Advisory has, arrangements in place to compensate clients for loss or damage they may suffer as a result of the acts or omissions of Private Wealth Advisory and/or its Representatives in the provision of financial services. Subject to the terms and conditions of the professional indemnity insurance policy, it also covers work done by representatives who no longer work for us but did so at the time of the relevant conduct.

## Individual Authorised Representatives

The following Authorised Representatives are financial advisers who are authorised to provide the financial services described in this Guide.

**Sonny Rahim (Adviser):** Director and shareholder of Private Wealth Advisory. Director, shareholder and employee of Premia Private Wealth [Authorised Representative No. 1002361]. Sonny is paid by way of salary and profit/dividends.  
[srahim@premiaprivate.com.au](mailto:srahim@premiaprivate.com.au)  
**(08) 96364 2799**

**Lisa Smith (Adviser):** Employee of Premia Private Wealth [Authorised Representative No. 1252143]. Lisa is paid a salary and may participate in bonus arrangements based on balanced scorecard approach.  
[lsmith@premiaprivate.com.au](mailto:lsmith@premiaprivate.com.au)  
**(08) 96364 2799**

**Riley Brighouse (Provisional Adviser):** Employee of Premia Private Wealth [Authorised Representative No. 1304320]. Riley is paid a salary and may participate in bonus arrangements based on balanced scorecard approach.  
[rbrighouse@premiaprivate.com.au](mailto:rbrighouse@premiaprivate.com.au)  
**(08) 96364 2799**

## Lack of Independence

While we will always seek to meet our legal obligations to act in our clients' best interests within the meaning of section 961B of the Corporations Act 2001, we do not fall within the definitions of "independent", "unbiased" or "impartial" under section 923A. The reason we do not fall within these definitions is because we give our clients the option to allow life insurance companies to pay us commissions for the services that we provide to our clients rather than for us to be required to directly invoice our clients and for our clients to be required to pay us directly. We remain committed to continue to give our clients this important choice.

## Our Services

Private Wealth Advisory can provide you with the following financial services:

- strategic financial planning;
- investment management;
- financial planning services;
- superannuation advice, including self managed superannuation funds;
- personal insurance advice; and
- strategic debt management.

Private Wealth Advisory can also provide you advice in relation to the topics listed below where the advice is incidental to the acquisition, holding or disposal of financial products;

- retirement advice; and
- cash flow advice.

Private Wealth Advisory is authorised to provide financial product advice and to deal in a wide range of financial products, including:

- basic and non-basic deposit products;
- government debentures, stocks or bonds;
- life insurance investment and life insurance risk products;
- managed investment schemes, including investor directed portfolio services;

- retirement savings account products;
- securities (i.e. shares);
- standard margin lending facility; and
- superannuation.

The Representative that will provide you with the financial services may choose to specialise in only certain financial product areas or may have a more limited service offering.

## What other information should you consider?

If you receive personal financial advice, it may be provided to you in a Statement of Advice (**SOA**). Private Wealth Advisory may provide further personal financial advice (where there has been no significant change to the initial advice, your circumstances, needs and objectives) and this may be recorded in a Record of Advice (**ROA**). You are entitled to request a copy of the ROA at any time up to 7 years after the advice is provided to you, and a copy of that ROA will be provided to you free of charge.

Where a financial product is recommended to you and that financial product is not listed on a licensed Australian financial market (i.e. the ASX), you may be provided with a Product Disclosure Statement (**PDS**) or other disclosure document issued by the product provider. The PDS contains information about the risks, benefits, features and fees payable in respect of that financial product.

## How can you instruct us?

Private Wealth Advisory may specify how you can give us instructions, such as in person, by telephone or by email. Where you provide instructions in person or by telephone, we may require, at our discretion, for those instructions to be confirmed in writing to us prior to us acting on your instruction.

# How Private Wealth Advisory is paid

Private Wealth Advisory may receive:

- fees paid by clients;
- commissions paid by product providers;
- other payments by products providers; and
- other benefits.

Fees and commissions for the provision of financial services to you are payable to Private Wealth Advisory. Private Wealth Advisory may then pay those fees and commissions to its Representatives.

Where it is not possible for Private Wealth Advisory to determine the actual value of the fees, commissions or other payments that will be charged to you and that may be payable to its Representatives at the time you receive this Guide, Private Wealth Advisory will provide you with an outline of the method or basis of the calculation of such fees, commissions and other payments (including where appropriate a worked example) in this Guide.

In addition, details of any fees, commissions or other payments that Private Wealth Advisory will receive and amounts that it will pay its representatives in relation to the provision of specific recommended financial services and financial products will be disclosed to you in the relevant advice document you may receive (i.e a SOA or ROA). Where advice is provided in a SOA, you will need to authorise the remuneration payments by signing an Authority to Proceed and Remunerate form, before we implement our recommendations and advice provided to you.

## Fees

We will discuss and agree our fee structure with you before we provide you with services. The types of fees you may be charged are listed below and you may be charged a combination or part of any of these fees.

Where you are referred to us, your first meeting with us is complimentary and obligation free.

### Advice Preparation & Implementation fees

We may charge fees for the preparation, presentation and implementation of our advice in relation to strategic advice, investment management or insurance strategies. The cost of having a SOA prepared detailing our advice to you starts at \$3,300 while the maximum fee is \$22,000. These fees will be based on your individual circumstances including the size of your portfolio, the complexity of your situation and the time it takes to prepare personal financial advice for you. An example of more complex advice may include multiple goals or strategies, tax structures such as self-managed superannuation, family trusts and company structures.

Where we provide you with advice in a SOA, we will typically obtain your written authorisation to the payment of our fees prior to the implementation of any of the advice in a document referred to as an Authority to Proceed and Remunerate.

Should we charge an implementation fee, this will be agreed prior to advice being implemented and fully disclosed within an advice document such as the SOA or ROA. The minimum implementation fee is \$0 while the maximum fee is \$22,000.

All of the fees referred to in this FSG are inclusive of GST (unless otherwise stated).

### Ongoing service fees

We typically enter into an agreement with our clients to provide ongoing services in exchange for ongoing fees. These services may include a periodic review of your financial product portfolio by mutually agreeable terms and/or the provision of administrative and support services in relation to the holding of financial products, such as ongoing liaison with the financial product providers.

The ongoing service fee is either a set dollar amount (reviewed annually) or an amount based on the value of the financial products that are the

subject of our advice. The minimum ongoing service fee is \$1,100. You will either have a fixed annual fee ranging between \$1,100 and \$44,000 per annum (and agreed annually), and/or a percentage-based fee ranging between 0% and 2.2% per annum (inclusive of GST) calculated on the total value of the financial products under, or subject to, our advice and/or the time involved in reviewing your portfolio and circumstances.

The ongoing services and fees will be set out in our initial Proposal document and/or the SOA.

### **Ad Hoc Fees**

We may charge other ad hoc fees for services provided that fall outside the scope of the above listed fees. This fee will be agreed with you prior to services being delivered and will either be a flat dollar amount per hour, a flat dollar amount for a determined scope of work (for example, Centrelink application), or an amount based on the value of financial products under our advice and/or the time involved.

### **Payment Methods**

Our fees will be either invoiced directly to you, deducted from your financial products, or a combination of these methods.

## **Commissions**

Private Wealth Advisory may receive initial and ongoing commissions from insurance providers. These commissions are paid to Private Wealth Advisory by the insurance company that issues the product that was recommended to you and you acquired. The value or cost of those commissions are included in the cost of what you pay for the insurance and are not an additional cost payable by you.

The initial commission is paid at the commencement of the insurance policy by the product issuer to Private Wealth Advisory. Ongoing commissions are payments paid by the product issuer to Private Wealth Advisory after the commencement of the insurance policy.

If you increase your level of cover (resulting in an increase in the cost of premium payable by you to the insurance provider), Private Wealth Advisory may receive a further initial commission and an increase in the receipt of ongoing commissions on the value of the annual increase to your policy cost.

Private Wealth Advisory may receive a maximum of 66% of the annual policy cost as an initial commission and a maximum of 22% of the annual policy cost as an ongoing commission. These amounts are inclusive of GST.

### Worked example:

Private Wealth Advisory recommends an insurance product to you and it is applied for and issued by the insurance company. The annual policy cost is \$2,500. Private Wealth Advisory may receive an initial commission of up to \$1,650 (inclusive of GST). Should the policy cost remain the same in the following year, Private Wealth Advisory may receive an ongoing commission of up to \$550 (inclusive of GST).

### **Other benefits**

Private Wealth Advisory may accept alternative forms of remuneration from financial product providers or other parties, such as hospitality or gift vouchers. These benefits do not exceed \$300.

In addition, Private Wealth Advisory are permitted to obtain other benefits that relate to information technology software or support provided by a financial product provider, or benefits that relate to certain educational and training purposes. Our entitlement to these types of benefits are subject to strict conditions set out under the Corporations Regulations 2001.

Private Wealth Advisory records details of all benefits received in excess of \$100 in a register. You may ask to inspect this register.

## What arrangements may influence our advice to you?

Private Wealth Advisory's approved product list includes a range of products from product providers that are typically not related to Private Wealth Advisory or its Representatives.

Where Private Wealth Advisory recommends any financial products issued by financial product providers in relation to whom Private Wealth Advisory has relationships, associations or interests that may reasonably be regarded as capable of influencing us, we will disclose that information to you as part of any advice we provide to you.

### Relationship with Nexus Wealth Management Pty Ltd

Premia Private Wealth has a referral arrangement with Nexus Wealth Management Pty Ltd (**Nexus**) where Premia Private Wealth pays referral fees equal to the annual fee paid by clients referred by Nexus and engaged by Premia Private Wealth. This arrangement may be in place up to 31<sup>st</sup> December 2024.

### Relationship DFK Gooding Partners

Premia Private Wealth is a sub-tenant of DFK's premise at Level 9, 1 William Street, Perth and pays a monthly rental charge. Premia Private Wealth has policies and processes in place to protect personal information within that premise, from misuse, interference, loss and unauthorised access, modification or disclose.

## Concerns with our services

If you have a concern or complaint about the service Private Wealth Advisory or its Representatives have provided to you, we encourage you to take the following steps:

1. Contact Private Wealth Advisory about your concern. You may do so by telephone (08 6364 2799) or in writing to:

Responsible Manager  
Private Wealth Advisory Pty Ltd  
PO Box 7448  
Cloisters Square  
Perth WA 6850  
Email: [admin@premiaprivate.com.au](mailto:admin@premiaprivate.com.au)

2. If your complaint is not resolved to your satisfaction, you can lodge a complaint with the Australian Financial Complaints Authority (**AFCA**). AFCA provides fair and independent financial services complaint resolutions that are free to consumers.

In writing:

AFCA  
GPO Box 3  
Melbourne VIC 3001

Email: [info@afca.org.au](mailto:info@afca.org.au)

Website: [www.afca.org.au](http://www.afca.org.au)

Phone: 1800 931 678 (free call)

3. You may also wish to contact the Australian Securities & Investments Commission (ASIC) who is Australia's financial services regulator.

In writing:

ASIC  
GPO Box 9827  
(Your capital city)

Website: [www.asic.gov.au](http://www.asic.gov.au)