



Financial Services Guide January 2025

*Frawley Financial Planning & Retirement Services Pty Ltd is a
Corporate Authorised Representative Number #1246109 of
Lifestyle Asset Management Pty Ltd,
a privately owned holder of
Australian Financial Services Licence No. 288421*

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ABN:33 613 713 429*

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*Level 35 Tower One, 100 Barangaroo Avenue
Barangaroo, NSW 2000
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This Financial Services Guide is not complete without the Adviser Profile of the person providing advice, which must be read conjointly.

THIS DOCUMENT IS A FINANCIAL SERVICES GUIDE (“FSG”).

This document contains information that we are legally obliged to provide, to give you a better understanding of Frawley Financial Planning & Retirement Services Pty Ltd and to enable you to make an informed decision on whether to engage us to provide financial services and/or advice to you.

This FSG contains important information about:

- The financial services we provide
- Our compensation arrangements
- How we and our associates are remunerated
- Dispute Resolution System
- Information you need to supply
- Other information you need to know
- Financial relationship with related entities

FINANCIAL SERVICES FRAWLEY FINANCIAL PLANNING & RETIREMENT SERVICES PTY LTD IS AUTHORISED TO PROVIDE

Frawley Financial Planning & Retirement Services Pty Ltd is authorised as a Corporate Authorised Representative of Lifestyle Asset Management Pty Ltd (“LAM”) under its Australian Financial Services Licence (“AFSL”) to:

- Provide financial product advice
- Deal in financial products

To wholesale and retail clients

The financial products on which Frawley Financial Planning & Retirement Services Pty Ltd is authorised to give advice are:

- Government debentures, stocks and bonds
- Life products, including life investment and life risk insurances
- Managed Investment Schemes, including Investor Directed Portfolio Services.
- Retirement savings accounts
- Basic Deposit Products
- Superannuation – rollovers, annuities & Allocated Pensions
- Personal and Business Risk Insurance
- Managed Portfolio Services
- Securities

Authorisation to deal in the above products allows us to apply for, acquire, vary or dispose of those financial products in the implementation of advice provided to you.

NOT INDEPENDENT

The use of the terms independent, impartial, unbiased, or similar terms are restricted under section 923A of the Corporations Act.

Frawley Financial Planning & Retirement Services Pty Ltd cannot use these words or expressions because LAM allows representatives to receive commissions from insurers for life risk policies arranged by them. However, Frawley Financial Planning & Retirement Services Pty Ltd does not provide insurance advice and does not receive any commissions.

FRAWLEY FINANCIAL PLANNING & RETIREMENT SERVICES PTY LTD CAN PROVIDE YOU WITH ADVICE ON THE FOLLOWING

Financial Planning and Investments:

- Assess current position, financial needs and personal goals
- Develop financial strategies to achieve your goals
- Recommend investments, cash flow, debt reduction or retirement plans
- Advising on the role of superannuation and estate planning in your financial plan
- Advising on taxation, accounting, legal and property selection services

Cash and interest-bearing investments

Superannuation:

- Employer sponsored superannuation
- Rollovers, annuities and allocated pensions
- Transition to retirement
- Investment accumulation plans
- Redundancy Planning
- State & Commonwealth Public Sector Defined Benefit Schemes

Centrelink

Securities

Portfolio management advice

Your adviser is required to provide you with an **Adviser Profile**, which provides specific information about your adviser's experience and specialisation. It must be read in conjunction with this FSG to provide the information necessary for you to make an informed decision.

Your adviser will be acting as a Representative of Frawley Financial Planning & Retirement Services Pty Ltd. While Frawley Financial Planning & Retirement Services Pty Ltd is directly responsible for the financial services and advice as set out in this FSG, the licensee (LAM) has ultimate responsibility for services provided under its AFSL 288421.

The range of products that Representatives are authorised to offer you is limited to an Approved Product List (APL) established by LAM, based on independent research and endorsed by an internal research team.

COMMUNICATING INFORMATION TO US

It is preferable that information is provided in a way that gives us a clear and documented basis for mutual understanding of your circumstances, needs and preferences. This can include copies of documents and written communications in emails or other online systems that we will give you information about when required.

If information additional to that supplied direct by is required in order to provide complete advice, you may be requested to give written authorisation for your adviser to obtain information from third parties.

WHAT INFORMATION CLIENTS WILL RECEIVE

If you engage us to provide you with personal financial advice, we will confirm our recommendations in writing so that you can make an informed decision about the appropriateness and suitability of our advice. Our recommendations are usually given to you in a written Statement of Advice (SoA). Subsequent advice on actions recommended in an SoA may be provided in a written Record of Advice (RoA)

Where we recommend a particular financial product, we will provide a Product Disclosure Statement (PDS), which contains specific and important information about that product. It is important that you read and understand any PDS that we provide you before you act on a financial product recommendation.

If you decide not to receive personal advice, general advice is available. General advice is information provided about financial products that does not take into account your personal needs, objectives or circumstances.

We can also act on your behalf without providing personal financial advice. If you give specific instructions to transact and deal in a financial product (that Frawley Financial Planning & Retirement Services Pty Ltd is authorised to offer). We can act on your instructions whether you provide them by telephone, email or other agreed means of communication.

PRIVACY

We are committed to ensuring the privacy and security of your personal information.

Frawley Financial Planning & Retirement Services Pty Ltd keeps records of your personal profiles, including information supplied by you and third parties to the adviser relating to investment and insurance objectives, financial position and personal needs. We also maintain records of recommendations made to you. Personal information supplied may be stored electronically.

All information, however obtained, will be handled in accordance with Frawley Financial Planning & Retirement Services Pty Ltd's Privacy Policy and Australian Privacy Principles administered by the Office of the Australian Information Commissioner (OAIC).

A copy of our Privacy Policy can be viewed or downloaded from our Lifestyle Asset Management website (www.lamfs.com.au) or can be requested from your adviser or LAM's Compliance Officer on 1300 226 271.

REMUNERATION AND BENEFITS

The fee schedule is structured to ensure that you only pay for services as they are agreed.

The basis and amount of all fees, commissions, adviser service fees and any referral fees will be fully disclosed in your SoA or RoA and explained by your adviser prior to the implementation of any advice. An explanation of the fees and charges of the product provider will also be outlined in the relevant PDS.

HOW CLIENTS PAY FOR THE SERVICE

Financial Planning Fees	<p>Before providing advice or service, your adviser may charge you an upfront fee for services based on either:</p> <ul style="list-style-type: none"> • Time spent developing advice or implementing services • A fixed dollar amount • A percentage of funds invested; or • A combination of these methods <p>These fees will be disclosed before service is provided to you and your agreement to our terms is required before engagement.</p>
Adviser Service Fee	<p>When you elect to have ongoing advice, you will be charged a fee, which will be disclosed to you at the time of making the arrangement.</p>
Commissions	<p>Commissions on insurance products are based on a percentage of the premium, which is the industry standard practice.</p>
Referrals	<p>If you have been referred to your adviser by a third party, (e.g. accountant) the third party may receive a fee, commission or other benefit for the referral. This fee comes out of the fees received by Frawley Financial Planning & Retirement Services Pty Ltd and your adviser, and does not represent an additional cost to you.</p>
Alternative Remuneration	<p>If Frawley Financial Planning & Retirement Services Pty Ltd or your adviser receives alternative remuneration such as entertainment and gifts from financial institutions, in accordance with the Industry Code of Practice, Frawley Financial Planning & Retirement Services Pty Ltd and your adviser maintain a register of material alternative remuneration paid and received. Copies of these registers are available on request.</p>
Post FSG notification benefit	<p>There will be occasions when our benefit cannot be ascertained at the time of issue of the FSG and in those cases, once we do ascertain the amount or nature of the benefit to us, we will inform you as soon as practical.</p>

The SoA will detail fees, commissions or benefits that relate to your specific matter.

DISPUTE RESOLUTION SYSTEM

How do clients complain about the services provided?

Frawley Financial Planning & Retirement Services Pty Ltd is committed to providing a high level of client satisfaction and maintaining our reputation for honesty and integrity.

1. If you feel that we have fallen short of our commitment we would like you to tell us by bringing it to the attention of your adviser or Frawley Financial Planning & Retirement Services Pty Ltd.
2. If you feel this is not adequately addressed by the adviser or Frawley Financial Planning & Retirement Services Pty Ltd, you can notify our licensee, LAM. LAM is committed to resolving any concern a client has quickly, fairly and in the strictest confidence. You can notify it to Lifestyle Asset Management:
 - a. by phone to the Compliance Officer on 1300 226 271, or
 - b. by mail to Level 35 Tower One, 100 Barangaroo Avenue, BARANGAROO NSW 2000, or
 - c. by email to erm@lifestyleam.com.au
3. If you are dissatisfied with our efforts to resolve the dispute or query, LAM is a member of Australian Financial Complaints Authority (AFCA) and you have recourse free of charge to that organisation:
 - a. by phone on 1800 931 678
 - b. online at www.afca.org.au.
 - c. by mail to Australian Financial Complaints Authority, GPO Box 3, Melbourne Vic 3001
 - d. by email to info@afca.org.au

LAM has Professional Indemnity Insurance for compensation claims by clients against LAM and its representatives and advisers.

THE ADVISER PROFILE

Introduction

This profile is an addendum to the Financial Services Guide above

This Adviser Profile contains important information about your Adviser. The Adviser Profile sets out our personal details, the services and products we can provide. It outlines our qualification; the areas of advice we can provide and describes how we are remunerated for our services. It is designed to assist you whether to use any of our services.

Business Profile

Frawley Financial Planning & Retirement Services Pty Ltd is a Corporate Authorised Representative and Tax (Financial) Adviser (25676937) of Lifestyle Asset Management Pty Ltd (AFSL 288421)

Corporate Authorised Representative No.: 1246109

Telephone Number: 0418 690 071

Mailing Address: PO Box 792 St Ives NSW 2075

Business Address: 3 Spring Street Sydney NSW 2000

Email address: ben@frawleyfinancial.com.au

Adviser Profile

Benjamin Frawley ('Ben') is an Sub-Authorised Representative and Tax (Financial) Adviser (25677440) of Lifestyle Asset Management Pty Ltd (AFSL 288421).

Authorised Representative No.: 1005939

Education and Qualifications

- Diploma of Financial Services (Financial Planning)
- Certified Financial Planner
- Bachelor of Arts (English/Linguistics Major)
- Justice of The Peace – Reg No: 222983
- Smart Investor – Masterclass Top 50 Australia 2011
- FASEA EXAM

Experience:

Ben has more than 35 years of experience in the financial services industry, having worked in a number of roles with Macquarie Bank from 1989 – 1994. He worked as a Unit Trust Administrator, Client Service Officer, Financial Planner and Regional Manager for 22 years with State Super Financial Services from 1994 – 2016. Since 2016 until the present he has worked as an Authorised Representative for an Australian Financial Services Licensee.

Ben has strong technical and practical experience, with a passion for providing excellence and a wide range of understanding in personal financial planning matters.

Ben is an expert in Retirement Planning, Superannuation & Pension Income Streams, Social Security strategies, Managed Investments, Public Sector Defined Benefit Schemes, Redundancy, and Estate Planning.

Memberships

- Financial Advice Association Australia (FAAA)

Frawley Financial Planning & Retirement Services Pty Ltd

Financial Services Guide January 2025

Advice your adviser can provide:

Ben can provide you with advice on the following:

Strategies	Products
Guidance on budgeting and goal setting	Cash management trusts
Savings and wealth creation strategies	Retirement income streams
Investment planning	Direct fixed interest
Superannuation planning	Retail & wholesale managed investment schemes
Pre-retirement planning	Socially responsible investments
Retirement planning	Master trust products
Estate planning considerations	Superannuation products
Centrelink planning	
Salary packaging advice	
Aged Care Accommodation	

How can you instruct us?

You may give us your instructions verbally or in writing, such as by facsimile, email or letter. However, in some instances, we require your instructions to be in writing.

How are we paid?

Commission	Lifestyle Asset Management Pty Ltd, after deduction of licensing fees and other associated costs, will pay Frawley Financial Planning & Retirement Services Pty Ltd 100% of the gross revenue received.
Adviser Fees	We will charge for our advice which will include a Statement of Advice. This is generally in the range of a once off payment of \$1,000 - \$10,000 plus GST or an hourly rate of \$350 for a Statement of Advice which is dependent on the complexity, number of strategies and recommendations.
Ongoing Service Fees	We may also charge you for the implementation of the recommendations and for the ongoing servicing of your advice. The ongoing service fee can be paid directly by you or you can authorise us to deduct it from your selected product(s). The amount depends upon the type of product and is specific to your circumstances. Frawley Financial Planning & Retirement Services Pty Ltd charge a once off payment of between \$2,750 & \$8,800 including GST for a Statement of Advice and implementation. This fee may be waived upon consultation with us. We may also charge you for the implementation of the recommendations and for the ongoing servicing of your advice. The ongoing service fee is currently 0.66% p.a. of funds under management including GST, and is capped at \$10,000 p.a. This can be paid directly by you or you can authorise us to deduct it from certain selected product(s). These fees will be outlined in our Statement of Advice and the advice will not proceed without your agreement and consent.

Does your Financial Adviser have any associations or relationships?

Frawley Financial Planning & Retirement Services Pty Ltd

Financial Services Guide January 2025

Frawley Financial Planning & Retirement Services Pty Ltd (ABN 33 613 713 429) is an Australian Private Company and is a Corporate Authorised Representative (No: 1246109). Ben Frawley is an owner & a Director.

Referrals from a third party

At present we do not have any referral arrangement in place to pay a third party referrer a referral fee, commission or other benefit. If this changes, we will make you aware of this prior to providing advice, or further advice, to you.

Referrals to a third party

At present we do not have any referral arrangement in place to provide referrals to third parties in return for payment or other benefit. If this changes, we will make you aware of this prior to providing advice, or further advice, to you.