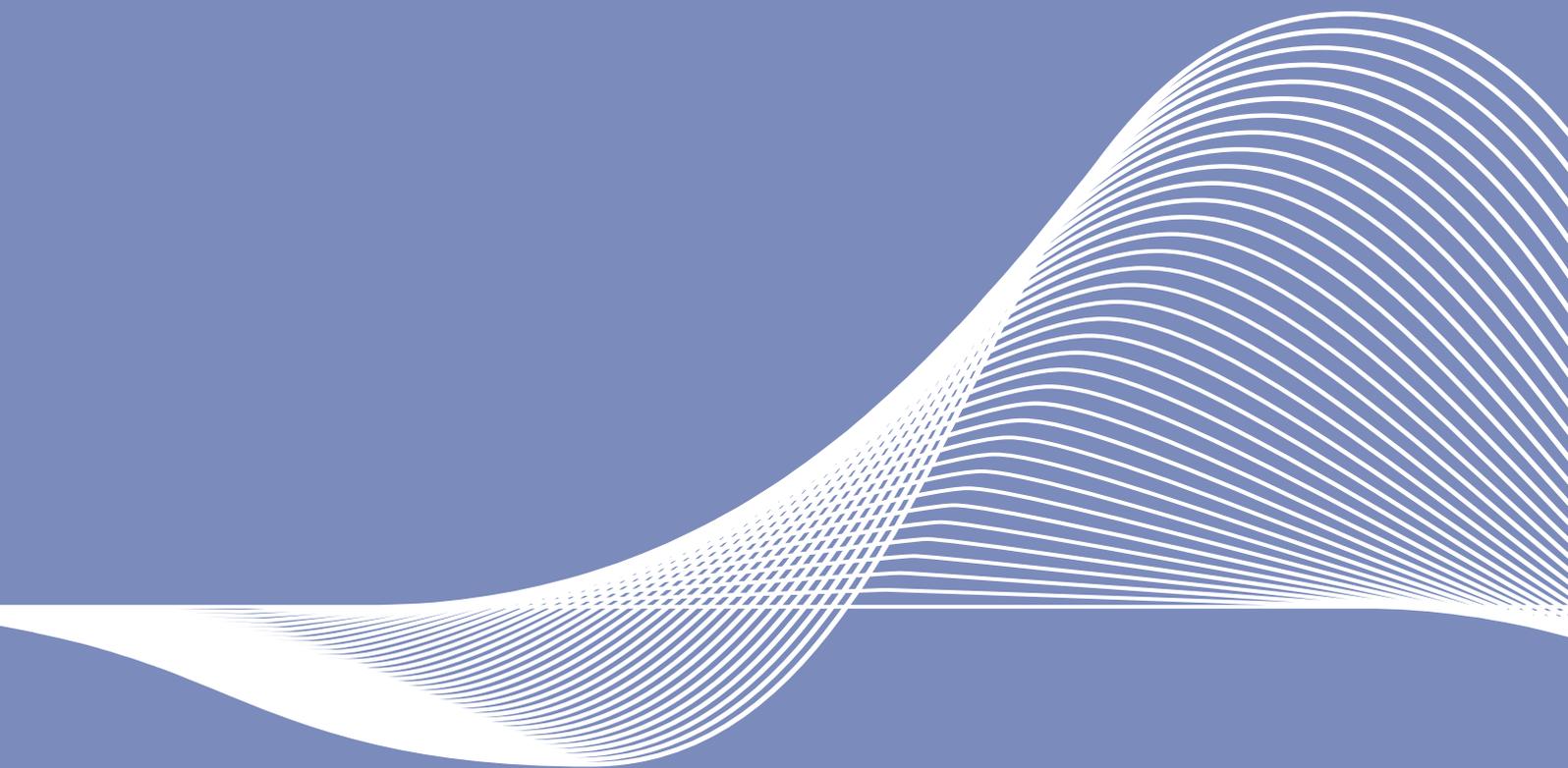


FSG

BirlingTM

Financial Services Guide





FINANCIAL SERVICES GUIDE

Version 1.2

Issued 01 July 2021

Corporate Authorised Representatives:

MaloneWealth Pty Ltd

ASIC No. 1238901 | ABN 70 610 382 422

Authorised Representatives:

Mark Malone ASIC No. 1003368

Licensee

Birling Private Wealth Pty Ltd

AFSL 523245 | ACN 640 535 557

This Financial Services Guide (FSG) is authorised for distribution by Birling Private Wealth.

Contact Details

Suite 2, Level 10, 83 Clarence Street Sydney NSW 2000

Ph: +61 2 8001 6488

info@birling.com.au

Why am I receiving this document?

Birling Private Wealth as the authorised Australian Financial Services Licensee (AFSL) is responsible for the advice and services provided by its Authorised Representatives.

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

- ⇒ Birling Private Wealth (also referred to as Birling)
- ⇒ MaloneWealth Pty Ltd (referred to as we) and our financial advisers
- ⇒ The products and services we offer and their associated fees
- ⇒ Any conflicts of interest which may impact the services we provide
- ⇒ How we (and other related persons) are remunerated
- ⇒ How we deal with complaints if you are not satisfied with our services

Birling Private Wealth

Birling Private Wealth is a well-respected financial wealth management firm with a focus on embracing new technology, research and products to ensure that we can deliver, accurate, efficient and hassle-free advice.

The firm draws on more than 20 years' industry

experience specialising in financial planning. We and our staff offer a high level of trusted advice to our existing clientele along with a refreshing alternative for new clients seeking a personal, trusted and valued relationship.

Birling Private Wealth holds an Australian Financial Services Licence (AFSL) which has been issued by the Australian Securities and Investments Commission (ASIC).

Birling Private Wealth is required to comply with the obligations of the Corporations Act and the conditions of its licence. This includes the need to have adequate compensation arrangements in place with a Professional Indemnity insurer for the financial services that it and its current and past representatives provide.

MaloneWealth and your financial adviser

MaloneWealth Pty Ltd is a Corporate Authorised Representative of Birling Private Wealth.

Mark Malone will be your financial adviser and is an Authorised Representative of Birling Private Wealth.

We act on behalf of Birling Private Wealth who is responsible for the services that we provide.

Non-Independent Statement

Malone Wealth Pty Ltd does not claim to be independent under the Corporations Act definition as we may receive commissions from life insurance products, we provide advice on and place on behalf of clients, from time to time. We do not feel that this impacts on the advice provided to clients, as all insurance companies have the same commission caps.



What products and services do we offer?

We are authorised to provide personal advice and dealing services in the following areas:

- ⇒ Wealth Creation
- ⇒ Superannuation and SMSF
- ⇒ Retirement planning
- ⇒ Portfolio Management
- ⇒ Managed investments
- ⇒ Securities (direct shares)
- ⇒ Personal risk insurance
- ⇒ Margin Lending facilities
- ⇒ Debt Management
- ⇒ Succession Planning
- ⇒ Estate Planning
- ⇒ Aged care Advice
- ⇒ Ancillary Property Information Service (no advice)

We can facilitate mortgage broking, commercial financing, and leasing services through several Australian credit licensees.

Details of our individual advisers and their specific areas of expertise and qualifications follow later in this guide.

You will only receive advice from our advisers in the areas in which they are qualified.

We are not authorised by Birling Private Wealth to provide advice and services in the following areas:

- ⇒ General insurance (e.g. home and contents, vehicles, professional indemnity and public liability)
- ⇒ Health insurance
- ⇒ Taxation advice, except Tax (Financial) Advice
- ⇒ Foreign exchange
- ⇒ Derivatives (such as futures and options contracts)
- ⇒ Direct real estate
- ⇒ Credit and lending products

Our Financial Advisers provide advice on products that are listed on Birling Private Wealth's Approved Product List. We are unable to advise on products that are not approved by Birling Private Wealth.

The financial advice process

We recognise that the objectives and personal circumstances of each client are different.

What is right for one client may not be right for another.

Where we provide personal advice, we will listen to you to understand your objectives and circumstances. We will also ask questions to make sure we provide advice which is in your best interests.

When we first provide personal advice to you it will be explained thoroughly and documented in a Statement of Advice (SoA) which you can take away and read.

The Statement of Advice will explain the basis for our advice, the main risks associated with the advice, the cost to you of implementing the advice, the benefits we receive and any conflicts of interest which may influence the advice.

For administration platforms, managed funds and personal risk insurance products we will provide you with a Product Disclosure Statement (PDS). This contains information to help you understand the product being recommended.

At all times you are able to contact us and ask questions about our advice and the products we recommend.

You can provide instructions to us in writing, via phone or via email.

We may provide further advice to you to keep your plan up to date for changes in your circumstances, changes in the law and changes in the economy and products.

If we provide further advice it will be documented in a Record of Advice (RoA) which we retain on file. You can request a copy of the RoA document at any time up to 7 years after the advice is provided.

Fees

All fees charged and any brokerage or commissions payable as a result of the advice you have agreed to, is received by Birling Private Wealth as the AFS Licensee. Birling Private Wealth deducts a fixed fee plus a levy for services provided to representatives before paying the balance to the Corporate Authorised representative.

Details of all fees, commissions, brokerage or other benefits that we or any other related party receives as a result of the advice you are provided will be outlined in our Statement of Advice.

Are fees tax deductible?

We understand that initial financial advice and implementation of the advice is not tax-deductible, however, ongoing management of your financial concerns may be tax deductible.

As we are Tax (Financial) Advisors and not registered Tax Agents we strongly recommend you confirm your tax position with regards to deductibility of fees with a qualified tax agent.



Advice preparation fee

The Advice Preparation fee includes meeting with you, the time we take to determine our advice and the production of the SoA.

The Advice Preparation fee is based on the scope and complexity of advice provided to you. We will agree the fee with you before providing you with advice.

The initial advice fee is determined by the time involved and is based on the hourly rate of the relevant employee performing the service.

These hourly rates are:

- Adviser \$440 (GST inclusive)
- Paraplanner \$165 (GST inclusive)

An estimate of the cost will be provided to you in advance in our Letter of Engagement and, should you accept, is payable by invoice, normally upon presentation of our advice.

If we are engaged to develop a full financial plan our

fee will be determined by the level of work involved and the complexities of the strategies. As a guide, we charge a minimum amount of \$3,850 (GST inclusive) to prepare a full financial plan.

Advice implementation fee

If you decide to proceed with our advice, we may charge a fee for the time we spend assisting you with implementation.

This fee covers the implementation of our recommendations and is based upon a scale applied to the actual amount of the portfolio invested. We will confirm what the fee will be in the SoA.

Ongoing services fees

Our ongoing service fees depend on the ongoing service that we provide to you. They may be a percentage (%) of your portfolio value or an agreed fixed fee which is paid monthly.

Insurance commissions

MaloneWealth may receive a one-off upfront commission when you take out an insurance policy we recommend. We may also receive a monthly commission payment for as long as you continue to hold the investment.

Other benefits

We may also receive additional benefits by way of sponsorship of education seminars, conferences or training days. Details of any benefits received above \$100 will be maintained on a register which is available to you on request.

Referral fees and commissions

In some situations, we receive fees or commissions where you are referred to an external party. You will be advised of the referral arrangement whenever you are referred to an external party.

In some situations, we may pay fees or commissions to external parties who have referred you to us. You will be advised of the referral arrangements in the SoA provided to you.

Adviser remuneration

Mark Malone is an owner of the practice and remunerated by salary and the profits from the business.

Conflicts of interest

Your financial adviser may recommend investments in shares that they hold or may hold in the future. You will be advised where a conflict of interest may exist and how the conflict will be managed.

Wholesale clients

In some circumstances we may provide services to you as a wholesale client. We will seek your consent before providing services to you as a wholesale client.

Making a complaint

We endeavour to provide you with the best advice and service at all times.

If you are not satisfied with our services then we encourage you to contact us. Please call us or put your complaint in writing to our office complaints@birlingprivatewealth.com.au.

If you are not satisfied with our response, you can refer it to the Australian Financial Complaints Authority (AFCA). You can contact AFCA on:

Online www.afca.org.au

Email info@afca.org.au

Phone 1800 931 678

Mail Australian Financial Complaints Authority
GPO Box 3
Melbourne VIC 3001

Your privacy

We are committed to protecting your privacy.

Birling Private Wealth's Privacy Policy sets out how we collect, hold, use and disclose your personal information. It also sets out how you can access the information we hold about you, how to have it corrected and how to complain where you are not satisfied with how we have handled your personal information.

Our Privacy Policy is available on request and is located on our website at www.birling.com.au.



ADVISER PROFILE



Mark Malone
Grad Dip App Fin, Dip FP

Your adviser is Mark Malone. His Authorised Representative number issued by ASIC is 1003368 and he is fully authorised by Birling Private Wealth to provide financial advice. He is the Director of Malone Wealth Pty Ltd and Principal Partner of Birling Private Wealth. He specialises in giving advice in the following disciplines:

- ⇒ Wealth Creation
- ⇒ Superannuation and SMSF
- ⇒ Redundancy planning
- ⇒ Retirement planning
- ⇒ Portfolio Management
- ⇒ Managed investments
- ⇒ Securities (direct shares)
- ⇒ Personal risk insurance
- ⇒ Business risk insurance (excl. General Insurance)
- ⇒ Margin Lending facilities
- ⇒ Debt Management
- ⇒ Succession Planning
- ⇒ Estate Planning
- ⇒ Aged care Advice
- ⇒ Ancillary Property Information Service (no advice)

Mark can facilitate mortgage broking, commercial financing, and leasing services through a number of Australian credit licensees.

Mark is not authorised by Birling Private Wealth to provide advice and services in the following areas:

- ⇒ General insurance (e.g. home and contents, vehicles, professional indemnity and public liability)
- ⇒ Health insurance
- ⇒ Taxation advice except Tax (Financial) Advice
- ⇒ Foreign exchange
- ⇒ Derivatives (such as futures and options contracts)
- ⇒ Direct real estate
- ⇒ Credit and lending products

Mark is remunerated by salary plus a percentage of the total remuneration paid to Malone Wealth Pty Ltd and Birling Private Wealth Pty Ltd.

