

## ADVISOR PROFILE

8 April 2014

### **CBD Financial Services (Aust) Pty Ltd**

is a Corporate Authorised Representative (ASIC No. 301227) of Lifespan Financial Planning Pty Ltd (AFSL: 229892)

**Lyndon Holland** is a Sub Authorised representative (ASIC No. 238608) of CBD Financial Services (Aust) Pty Ltd.

91 Halifax Street Adelaide SA 5000  
Po Box 605 Unley SA 5061  
Tel: 08 8357 1422  
Fax: 08 8212 6613  
Mobile: 0433 140 037  
Email: cbedfs@live.com

*This Advisor Profile forms part of the Lifespan Financial Services Guide (FSG) dated 12 March 2014 and they should be read together. It states specific Advisor information and may assist you in making an informed decision.*

### **Your Advisor**

Lyndon Holland is a financial planner and Sub- Authorised Representative of CBD Financial Services (Aust) Pty Ltd (ASIC No. 238608) a Corporate Authorised Representative of Lifespan Financial Planning Pty Ltd. Lifespan is the privately owned and operated holder of an Australian Financial Services License.

You as the client may receive either or both a Statement of Advice and a Product Disclosure Statement. The purpose of a Statement of Advice is to document the nature and information of the advice being given, and to disclose any fees, commissions, benefits and associations that Lifespan and its Advisor receive.

The Product Disclosure Statement is a document that must be given to retail clients in relation to an offer or issue of a financial product.

### **Restrictions on Advice**

*Lyndon has limited himself to Risk Insurance and Superannuation only.*

This means that he can help you with Life Insurance Products as well as superannuation and retirement planning strategies.

Lyndon is a Senior Practitioner Member of the Australian and New Zealand Insurance Institute and as such abides by their Code of Ethics and Rules of Professional Conduct. He can assist you in meeting your financial planning needs and objectives. He can assist

you in meeting your financial planning needs and objectives.

### **Your Advisor's Experience**

Lyndon completed secondary schooling in 1993 and has worked in the financial services Industry since 2003 and in 2007 completed her Diploma of Financial Services (Financial Planning) in November 2007. Lyndon holds a Diploma of Financial Planning a Diploma in Mortgages and a Diploma in general insurance Broking. Lyndon has held a Proper Authority since 2007 recently with Morrison Carr and now Lifespan. Client References are available upon request.

### **Cost of Advisory Services**

*Lyndon charges an hourly fee for service of \$480 an hour payable to for his services paid to Lifespan.*

An initial meeting to discuss your financial circumstances is free of charge. At this meeting I will establish how he can assist you and gather the information required to prepare a comprehensive financial plan.

Lyndon will discuss the fee basis with you and agree on the method of charging prior to proceeding.

Payment will be either by way of a fee based on a percentage of funds under advice or from the brokerage paid by the product issuers. A fee for portfolio preparation or if investment recommendations are not implemented may also be charged. Ongoing advice that includes portfolio reviews is charged on a percentage

fee basis which varies according to the portfolio amount, complexity and structure.

The basis for the fee for the SoA will be agreed upon with you before any advice is provided or costs incurred. All other fees are fully disclosed in the Statement of Advice and Product Disclosure Statement prior to any charges being incurred.

<b>Preparation of Statement of Advice (SoA)</b> (depending on complexity)	\$3850.00
Investment Portfolio Establishment For the first \$100,000 *subject to minimum charge of \$550	2.75% *
For the next \$100,000	2.20%
On the next \$300,000	1.65%
On the next \$700,000	1.10%
For the remainder (>\$1M)	0.55%
Annual Portfolio Management & Review Annual Review Service > \$500,000 Between \$200,00 - \$500,000 < \$200,000 *subject to minimum charge of \$550	0
Ongoing Monitoring and Review	Negotiable

**All fees include 10% GST.**

**All fees are payable to Lifespan. Lifespan retains 0% and pays CBD Financial Services (Aust) Pty Ltd 91 %. I receive a salary.**

**Fee Examples:**

Example for Investment Products

If you invest \$100,000 the establishment fee will be \$2,750. If you maintained the investment the annual portfolio management & review fee could be \$770 per annum, assuming the balance of the investment remains at \$100,000.

Example for Risk Products

If you take out a life insurance policy with an annual premium of \$1500, assuming the highest commission for the Upfront Option is

selected at 135%, the upfront payment to Lifespan would be \$2025. The maximum ongoing commission for the Upfront Option is currently 15% per annum which would result in a payment of \$225 per annum for as long as the policy remains in force. Where a level premium option is selected it could be as much as 33%.

This commission has what is called a 'responsibility period' imposed by the risk product issuer. This means that if the policy is cancelled within the first 1-2 years of inception commission is returned to the product issuer by Lifespan.

**Additional Payments from Platform Margins or Volume Based Rebates**

From time to time Lyndon may be eligible to receive a share of Lifespan's platform margins and volume based rebates. This depends upon my contribution to Lifespan's gross profit as measured periodically. If eligible I am due to receive 50% of Lifespan's additional payments from any recommendations I make to you, and this will be detailed in your SOA.