



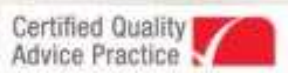
# FINANCIAL SERVICES GUIDE



redefining /  
financial planning



Version 13A.0 June 2011



**FOR THE RIGHT FINANCIAL ADVICE**



**Bull Financial Group**

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## Important



Before we provide you with financial advice, you should read this Financial Services Guide (FSG) because it contains important information designed to help you decide whether to use our services. It contains information about:

- The initial and ongoing advice we provide;
- Our service offer and advice fees;
- Who to contact should you have a complaint.

## About Us



Bull Group Pty Ltd, corporate authorised representative (CAR), number 250265, trading as Bull Financial Group, is authorised to provide financial services on behalf of AXA Financial Planning.

Bull Financial Group has a subsidiary called Axiom Financial Services Bundaberg Pty Ltd trading as Axiom Financial Services BDB. Axiom Financial Services BDB is a Corporate Authorised Representative of AXA Financial Planning Ltd.

Axiom Financial Services BDB has been assigned an ASIC Authorised Representative Number 273189.

Any future references to Bull Financial Group include Axiom Financial Services.

Our qualified financial adviser is

Leanne Bull CFP®

Our Qualified Client Care team includes

Caryn Spence and Shay-Lee Barrett for plan completion and client services

Diane Morley and Lyn Bentley for all appointment preparation matters

Andrew Lane for all personal insurance queries

John McIntyre for Centrelink updates

## Why you should choose Bull Financial Group

We aim to provide personalised and responsible advice suited to your objectives and believe that sound advice and planning is the key to improving your financial position and providing peace of mind.

Bull Financial Group has a qualified and experienced team that has assisted clients to protect, grow, manage and distribute their wealth for over 25 years.



Bull Financial Group is one of a select number of businesses that has been awarded Certified Quality Advice Practice status by AXA Financial Planning. This programme sets an industry benchmark for providing high-quality financial advice. The certification is awarded based on industry qualifications, demonstrated best practise business operations and proven success in meeting the financial planning needs of clients.

## Our financial planning process

We follow a defined financial planning process so that you can achieve all of the benefits of financial planning advice. Of course, everyone is different, with different circumstances, needs and goals. We treat every client as an individual, but by following a defined process, you know what to expect from us.

The initial advice process covers our first appointment all the way through to the implementation of your financial plan. We do this by:

- (1) Identifying where you want to be  
Initially, we help you identify your financial and lifestyle goals. This ensures we understand your needs and you can understand what to expect from us.
- (2) Considering the opportunities and risks  
We assess your current situation and investigate the range of financial options available for you to reach your goals.
- (3) Bridging the gap  
Based on discussions with you and research we conduct, we will devise a strategy to bridge the gap between where you are now and where you want to be.
- (4) Bringing your plan to life  
We work closely with you to implement your financial strategy. We help you to complete any necessary paperwork and are available to attend meetings with your accountant, solicitor and general insurer so that your strategy is implemented efficiently.

As time goes on and circumstances change, your financial plan will need to be changed to keep up to date with your changing needs. The final step in our advice process ensures your financial plan remains on track, by providing you with regular ongoing advice.

(5) Staying on track with regular ongoing advice

Finally, we design an ongoing service programme to ensure your plan remains up to date as your life changes and so you can obtain the benefits of ongoing reliable advice.

Sometimes, life takes us in unplanned directions. When you need a little extra help on top of our initial or ongoing advice, just ask us to provide you with some additional advice. We are there to help you – whatever the occasion.

## About Leanne Bull

Your financial adviser, Leanne Bull (ASIC number 250728), is an authorised representative of AXA Financial Planning.

### Education and Qualifications

Diploma of Financial Planning  
ALA Financial Planning Course  
IPAC Advance Financial Planning Course  
CERTIFIED FINANCIAL PLANNER™



### Experience

Financial planning experience since September 1985 and now has a number of clients who she has guided through life, legislative and economic changes for over 20 years.

Leanne won a National FPA Value of Advice Award in 2008 and a state FPA Value of Advice Award for QLD in 2008 and again in 2010

Leanne is a Managing director of Bull Financial Group.

### Memberships

Member of the Financial Planning Association  
Commissioner for Declarations  
Australian Securities and Investments Commission

## Advice we can provide

Leanne can provide you with advice on the following:

### Strategies

- Guidance on budgeting and goal setting
- Savings and wealth creation strategies
- Investment planning
- Superannuation planning
- Pre-retirement planning
- Retirement planning
- Estate planning considerations
- Centrelink planning
- Business succession planning
- Risk and insurance analysis
- Salary packaging advice
- Gearing strategies

### Products

- Cash management trusts
- Retirement income streams
- Direct fixed interest
- Retail & wholesale managed investment schemes
- Socially responsible investments
- Hedge funds
- Master trust products
- Superannuation products
- Personal and group insurance
- Business succession insurance
- Margin lending facilities
- Geared products
- Self Managed Super Funds
- Direct shares
- Agribusiness

We offer a range of insurance, investment, superannuation and retirement strategies and products and AXA owned platforms (Summit, Generations, AXcess and North).

AXA Financial Planning maintains an approved product list, containing financial products that have been researched by a number of external research houses. A copy of the approved product list can be supplied to you upon request.

## Documents you may receive

Our initial advice will be provided to you in a financial plan, known as a Statement of Advice (SOA). The financial plan contains a summary of your goals and our advice to help you achieve them.

We will keep a record of any further advice we provide you. You may request a copy by contacting our office.

You will also receive a Product Disclosure Statement (PDS) if we have recommended you invest in or purchase a financial product. The PDS contains key features of the recommended product, significant benefits, risks and the fees you pay the product provider to professionally manage your investment or insurance.

You should read any warnings contained in your financial plan or the PDS carefully before making any decision relating to a financial strategy or product.

You can contact Leanne Bull or her team directly with any instructions relating to your financial products.

## Advice fees



We have initial fees to cover the cost of starting or enhancing the financial planning process and we may receive commission for insurance products purchased. We also have ongoing advice fees to enable us to assist you with monitoring and keeping your financial plan on track.

Fees vary according to the complexity, the level of expertise and responsibility involved the implementation steps required, the time required to manage and the level of service chosen.

Prior to the commencement of any service you will be provided with a clear understanding of any fees that you may incur and the payment options.

We receive initial, implementation and ongoing advice fees and commission for insurance products you purchase. Your financial plan will outline all fees and commission inclusive of GST.

### Initial Advice Fees

#### Introductory Meeting

This is an opportunity to view our service offer and meet our financial planners in order for you to make a decision as to whether you would like to initiate the financial planning process with our company. This meeting generally takes 15 to 20 minutes and there is no charge.

You can choose to either commence the foundation meeting immediately after your introductory meeting or make another appointment at a mutually convenient time, whichever suits you best.

The advice fees of Bull Financial Group may include charges for the following advice services:

#### Foundation Meeting

This covers up to 2 hours of our time to complete the fact finder so that we can understand:

- Your current personal and financial position
- Your goals and objectives
- The type of advice that you are looking for
- A discussion on what we can do to add value to your financial position

A flat fee of \$440 is payable for the foundation meeting. If you decide from here to utilise our services additional fees will be payable as follows:

**Initial advice** - The initial advice fee covers the cost of researching and preparing your financial plan and is based on a set dollar amount.

Before providing you with initial advice we will prepare an Initial Advice Agreement. The Initial Advice Agreement sets out what our initial advice will cover and how much it will cost you.

In addition, the initial advice fee will be disclosed in your SOA.

**Advice implementation** – The advice implementation fee covers the administrative time spent implementing the recommended strategies and products and is based on a set dollar amount.

The advice implementation fee will be disclosed in your Initial Advice Agreement and / or your SOA.

**Ongoing advice** – The ongoing advice fee covers the cost to review the strategies and the products recommended in your SOA. An ongoing review helps you take advantage of opportunities as they become available. The fee for the ongoing advice fee service is calculated as either a set dollar amount or a percentage of your investments.

Ongoing advice fees may increase each year in line with the Consumer Price Index (CPI) or by a fixed amount or fixed percentage each year. We will advise you if this fee will increase as a result of CPI.

Before providing you with ongoing advice Bull Financial Group will prepare an Ongoing Advice Agreement. This agreement will set out what our ongoing advice will cover, how much it will cost and your payment method.

In addition, the ongoing advice fee will be disclosed in your SOA.

**Additional advice** – For all other advice, an additional advice fee may be charged based on a set dollar amount. Any additional advice fee will be disclosed in your SOA.

Please note that for services in relation to insurance, and business/corporate superannuation, commissions may be paid as follows:

Initial commission – deducted from your investment contributions or paid from insurance product providers, and

Ongoing commission - a percentage of the value of your investment balance, outstanding loan amount or premiums, usually calculated at the end of each month in which you hold the investment or loan, or on renewal of insurance products.

#### **Margin Lending**

Commission is payable by the loan provider when we recommend margin lending products. The commission is factored into the annual interest rate and may be up to 0.35% per annum of your loan balance.

#### **Agri-business**

Commission of up to 10% of your investment value may be payable by fund managers when we recommend agribusiness investments.

#### **Direct Share Brokerage**

Brokerage of up to 1.10% per trade may be payable for direct share transactions. A minimum fee of \$66 can apply.

Your advice fees will be calculated at the time Bull Financial Group provides you with personal advice. Your SOA will outline the advice fees and any commission inclusive of GST.

#### **Payment Method & Frequency**

We offer you the following payment terms:

- Bpay, direct debit (credit card or savings), cheque
- Deduction from your investment
- Ongoing advice fees may be deducted as an annual instalment or in monthly or quarterly instalments.
- Ongoing advice fees may increase each year in line with the Consumer Price Index (CPI) or by a fixed amount or percentage each year. The specific amount will be agreed to by you and outlined in our ongoing advice agreement.

#### **How the advice fees are distributed**

AXA Financial Planning will retain 0% to 3% of the gross revenue received for the recommended financial services and/or products. AXA Financial Planning will pay Bull Financial Group 97% to 100% of the gross revenue received.

Leanne Bull is paid a salary from Bull Financial Group and does not earn any fees, commissions or brokerage, but may receive bonuses and other benefits. Leanne Bull also has equity in the business which may result in additional capital and profit related benefits.

**Other benefits Bull Financial Group may receive**

We may be offered or receive non-commission benefits such as entertainment or sponsorship from some product providers at no extra cost to you. Both AXA Financial Planning and Leanne Bull maintain a register to document benefits received. A copy of this register will be made available within seven days of a request.

- **Value Participation Scheme:** AXA may provide us with a cash payment based on total AXA and AMP product funds under management.
- **Technology and Education:** AXA Financial Planning provides us with 'points' when our business revenue exceeds \$50,000. One point is received per \$1.23 (inc GST) over \$50,000. Points are only redeemed for office equipment and staff training to ensure you receive up to date information and advice.
- **Preserved Value Payment:** We may be entitled to receive a payment of approximately \$1,189 per fortnight. Eligibility is based on funds under management, the value of the total new funds invested and/or insurance premiums paid into AXA products.
- **Product Competitions:** We may participate in short term incentive programmes such as a product provider paying additional commissions during a specified period.
- Due to the temporary nature of these arrangements they have not been included in this document. Details of any short term incentives will be outlined in your financial plan.

**About AXA Financial Planning**



AXA Financial Planning Limited ABN 21 005 799 977

Australian Financial Services Licensee 234663

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[www.axa.com.au](http://www.axa.com.au)

AXA Financial Planning is a member of the AMP Group. The AMP Group includes companies formerly part of the Australian and New Zealand operations of AXA Asia Pacific Holdings Limited.

AXA Financial Planning is a principal member of the Financial Planning Association (FPA) and as such, AXA Financial Planning and their financial advisers have adopted the FPA's Code of Ethics and rules of professional conduct.

AXA Financial Planning has approved the distribution of this FSG.

**Relationships and associates**

Leanne Bull can provide advice on products from a wide range of financial product providers, some of which are part of the AMP Group and as such are affiliated with AXA Financial Planning, including:

Product Issuer	Product brands used by issuer
<ul style="list-style-type: none"> <li>• The National Mutual Life Association of Australasia Ltd</li> </ul>	<ul style="list-style-type: none"> <li>• AXA</li> <li>• AC&amp;L</li> </ul>
<ul style="list-style-type: none"> <li>• National Mutual Funds Management Limited</li> <li>• NMMT Ltd</li> </ul>	<ul style="list-style-type: none"> <li>• AXA</li> <li>• Summit</li> <li>• Generations</li> <li>• AXcess SMSF</li> </ul>
<ul style="list-style-type: none"> <li>• N.M. Superannuation Pty Limited</li> </ul>	<ul style="list-style-type: none"> <li>• Summit</li> <li>• Generations</li> <li>• North</li> </ul>
<ul style="list-style-type: none"> <li>• Multiport Pty Ltd</li> </ul>	<ul style="list-style-type: none"> <li>• multiport</li> </ul>
<ul style="list-style-type: none"> <li>• Alliance Capital Management Australia Limited</li> </ul>	<ul style="list-style-type: none"> <li>• Alliance</li> </ul>
<ul style="list-style-type: none"> <li>• ipac asset management limited</li> </ul>	<ul style="list-style-type: none"> <li>• iAccess</li> </ul>
<ul style="list-style-type: none"> <li>• AllianceBernstein Australia Limited</li> </ul>	<ul style="list-style-type: none"> <li>• AllianceBernstein</li> </ul>
<ul style="list-style-type: none"> <li>• AXA Rosenberg Investment Management Asia Pacific Limited</li> </ul>	<ul style="list-style-type: none"> <li>• AXA Rosenberg</li> </ul>
<ul style="list-style-type: none"> <li>• AMP Bank Limited</li> <li>• AMP Capital Investors Limited</li> <li>• AMP Superannuation Limited</li> <li>• AMP Life Limited</li> </ul>	<ul style="list-style-type: none"> <li>• AMP</li> <li>• AMP</li> <li>• AMP</li> <li>• AMP</li> </ul>

## Privacy

Bull Financial Group maintains a record of your personal information. You have the right to withhold personal information, but this may compromise the effectiveness of the advice you receive.

A copy of any recommendations made to you will be retained by Bull Financial Group for seven years. Please contact Bull Financial Group to review your file.

AXA Financial Planning and Leanne Bull implement a privacy policy, which ensures the privacy and security of your personal information. You can request a copy of the policy from Bull Financial Group or Leanne Bull.

Another financial adviser may be appointed to you if Leanne leaves AXA Financial Planning or is unable to attend to your needs due to an extended absence from the business. In these circumstances, AXA Financial Planning will write to you advising you of the change. Your personal information will be passed on to the new adviser.

If you choose to appoint a new financial adviser, your new adviser will be provided access to your policy information. They will be responsible for providing you with ongoing advice relating to those policies and all future advice fees deducted from the policy/(ies) will be paid to your new adviser.

## Professional indemnity insurance

Professional indemnity insurance is maintained by AXA Financial Planning and Leanne Bull to cover advice, actions and recommendations which have been authorised by AXA Financial Planning and provided by Leanne Bull. The insurance satisfies the requirements imposed by the Corporations Act 2001 and financial services regulations.

## What should you do if you have a complaint?



If you have any complaints about the services provided to you, you should take the following steps:

- Contact your financial adviser and tell them about your complaint.
- If your complaint is not satisfactorily resolved within three days, please contact AXA Financial Planning on 137 292 or put your complaint in writing and send it to:

AXA Financial Planning  
Attention: Complaints Case Manager  
Advice and Licensing  
Level 9, 750 Collins Street  
DOCKLANDS VIC 3008

AXA Financial Planning will try to resolve your complaint quickly and fairly.

If your complaint has not been resolved satisfactorily, you may escalate your complaint to one of the following External Dispute Resolution Schemes listed in the following table.

Type of complaint	External complaints service
Financial advice, investments, superannuation or insurance matters	Financial Ombudsman Service (FOS) on 1300 780 808
Personal information held	The Privacy Commissioner on 1300 363 992

The Australian Securities and Investments Commission (ASIC) may be contacted on 1300 300 630 to find out which body may be best to assist you in settling your complaint.