

# JBS FINANCIAL STRATEGISTS COMPANY PROFILE



CREATE



PROTECT



ENJOY

# WHO ARE WE?

We are JBS Financial Strategists, a leading, Melbourne-based, boutique financial planning business. We're about building a better tomorrow for you today, and helping you achieve everything that's important to you in life. We understand that everyone has a different 'big picture', so we provide highly personalised financial planning strategies to help you get there, with a focus on families and individuals over the age of 45, pre-retirees, and retirees, small business owners and executives. We'll remove all your worry and stress while you join us on a fun journey as part of the JBS team, to create long-term wealth, to protect yourself, your family and your investments, and to position yourself to enjoy your success – our three key ideals. Welcome to JBS!

## WE SPECIALISE IN THE FOLLOWING AREAS:



Financial planning



Self-Managed Super Funds



Superannuation



Risk management



Investment advice



Direct shares and term deposits



Cash Flow Management



Finance and loan structuring



Salary Packaging

# SO WHY US?

Making life easy for our clients is at the heart of everything we do at JBS. We want to take the stress and hassle out of managing the big things, so you can feel reassured and comfortable that we have everything under control. We'll open your eyes to a world of new strategic opportunities, so join us on a fun journey!

Just like no two people are the same, no piece of advice is the same either. Our clients are unique, so we tailor our solutions to your personal situation. We pride ourselves on finding out what's really important to you, and working towards achieving this with our range of services and team of expert staff. Our advice is 100 per cent unbiased too, so we have complete freedom to choose the best strategies, solutions and products for your situation.

Our services are sensible, easy to understand and comprehensive. Our founder, Jenny Brown is a leading, respected and award-winning financial services adviser within the professional and business community around Australia and internationally. We are also proud members of the Most Trusted Advisers network within Australia.

We are licensed through JBS Financial Strategists Pty Ltd (AFSL 486 674).

# SO WHAT ARE OUR SERVICES?



## **Financial planning**

A financial plan is a roadmap that bridges the gap between what you have and what you want. Our well-developed process will create an individual financial plan for you that reflects your own needs, so you can sit back, relax and let us set you up for life.



## **Superannuation**

If you'd like your retirement to look like endless summers and poolside pina coladas, it pays to plan early. At JBS, we'll manage every step of planning for your retirement, so you can work towards a secure and happy retirement free from financial stress. We can work with your existing super fund manager, and advise you on the best home for your super.



## **Self-Managed Super Funds**

With our guidance, we'll open the door to a whole new world of SMSF opportunities for you. We've got the knowledge and know-how to guide you towards strategies that'll build wealth in a more cost effective way, with a portfolio of tailored investments that not only reflect your risk profile, but also your investment preferences and tax situation.



## **Risk management**

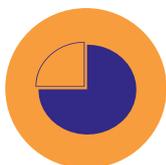
We'll sit down with you and advise you on the correct policy, and manage the entire process so that your family, your business and investments are securely protected for whatever life throws at you. In the event of a claim, we will help remove the financial burden at an often stressful time. We will allow you to focus on what is important, making a full recovery.

**We take it seriously – so you can have peace of mind.**



### **Investment advice**

Our investment team is qualified and accredited to provide direct investment portfolio advice. We get the highly complex nature of investment markets, and are able to tailor a specific portfolio of investments to your specific needs and objectives. We will tell it to you straight with the right steps if you're ready to invest a little or a lot. We'll make sure our advice matches your investment and lifestyle objectives too.



### **Direct shares and term deposits**

Our team is accredited to provide advice in both direct shares and term deposits, which can be incorporated into a strategic financial plan or isolated to provide pure share advice.



### **Cash Flow Management**

If you struggle to manage your money and wonder where your savings disappear to each month, fear not! Our comprehensive program will put you back into the driving seat, using high impact tracking and reporting technology teamed with expert advice. We'll help you get your finances on track, so you can achieve your goals, plan for the future and say hello to a happier, healthier life where YOU are in control.



### **Finance and loan structuring**

We offer loan structuring advice, refinancing and consolidation advice, finance offerings, and leasing and insurance for equipment and motor vehicles. JBS Financial Pty Ltd (ACN 143 808 637) holds an Australian Credit Licence #393950 and are members of the Australian Financial Complaints Authority (AFCA).



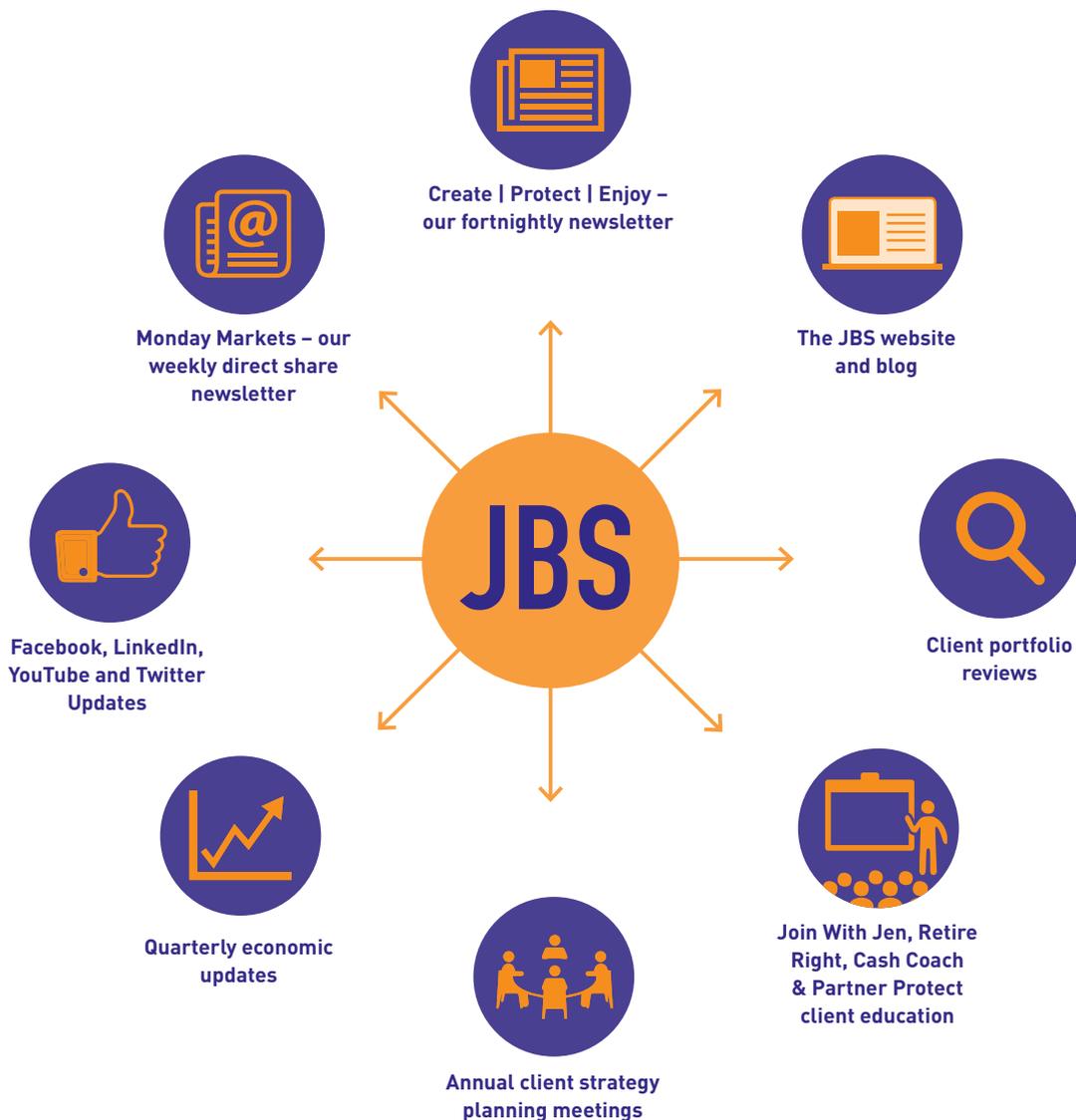
### **Salary Packaging**

We all want our salaries to go further, by packaging everyday items using your before-tax income, you can reduce your taxable income. With the help and advice of specialists within the remuneration planning field, it is possible to structure salary packages in an efficient and cost effective manner.

# THE JBS DIFFERENCE!

We're committed to keeping you in the loop with all things financial planning and providing great information we think might be helpful as we begin our relationship together.

We also regularly review our own strategies by asking our clients what they think of what we're doing. It helps to keep us accountable! Some of the ways we keep in touch with you regularly include:



# WHAT'S THE FIRST STEP?

## Initial meeting on us

A two-hour meeting at our cost, where we will get to know you and fully understand what you are looking for.

## File note

Within a week after your initial meeting, we'll send you a file note, terms of engagement and board notes. This will form the stepping stone prior to our Statement of Advice which will set out our strategies, services we can offer you and the associated costs.

## Acceptance

Once you've reviewed the documents and are happy with everything, return the signed terms of engagement, and we're all set!

# HOW MUCH DOES IT COST?

We charge a Fee for Service for our advice (excluding risk insurance), and our prices are extremely competitive in the market.

We are not affiliated with any product providers and have the freedom to advise as we see fit.



# WHAT ABOUT FINANCIAL PLANNING?

## Assess

Once we've got all our information about you, we'll assess where you are and how this relates to your lifestyle goals.

## Prepare

We'll get to work! As part of the process, we'll research, analyse and compare a range of strategies to see which is the best fit for you, with a summary, advice document and our recommendations to help with cash flow, outcomes and objectives that are measured against your goals and what's achievable.

## Present

This is the exciting bit. We'll sit down with you and present the financial plan we've created, allowing you the space and time to ask us any questions you like so that you're comfortable with what's on the table.

## Implement

Once you're happy, we'll get the ball rolling, including completing and lodging application paperwork.

## Review

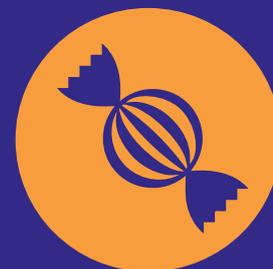
Your circumstances, lifestyle and financial goals are likely to change over time, so it's important your financial plan is regularly reviewed, to make sure you keep on track.

## Educate

It is important that you fully understand our recommendations and how they will assist you in meeting your financial & lifestyle goals. Financial literacy is extremely important to us and we are committed to educating you in areas we feel are appropriate to firstly help you understand our advice and for you to make more informed financial decisions in the future.



# LET'S SWEETEN THE DEAL FOR YOU



Everyone in our team is committed to helping you achieve your lifestyle goals. That's why we offer a range of services to help you get there. Our aim is to get to know you, understand your unique wants and desires and create a personalised plan for you, with full support whenever you need it.

While we take our work seriously, we're a fun bunch too! Our team is young and we love to try new things, such as bubble soccer and Tough Mudder, as well as sharing our adventures and achievements on our various social media platforms. We've won awards for our engagement with social media, and we also like to post news and insights on life at JBS.

We see our role as continuing to provide considered financial planning advice and risk management to care for your needs. In doing so, we'll ensure you can get back to the more fun things in life, safe in the knowledge that your money is in the best hands.

# MEET THE TEAM



**JENNY BROWN**  
Founder & CEO  
CFP SSA DipFP FChFP GAICD



**WARREN HANNA**  
Partner  
B.Bus.FinPlan



**PETA LUADAKA**  
Office Manager  
DipJus



**PETER FOLK**  
Financial Adviser  
B.Bus.FinPlan



**LIAM RUTTY**  
Financial Adviser  
B.Bus.EconFin



**AAKASH MEHTA**  
Paraplanner  
M.Fin



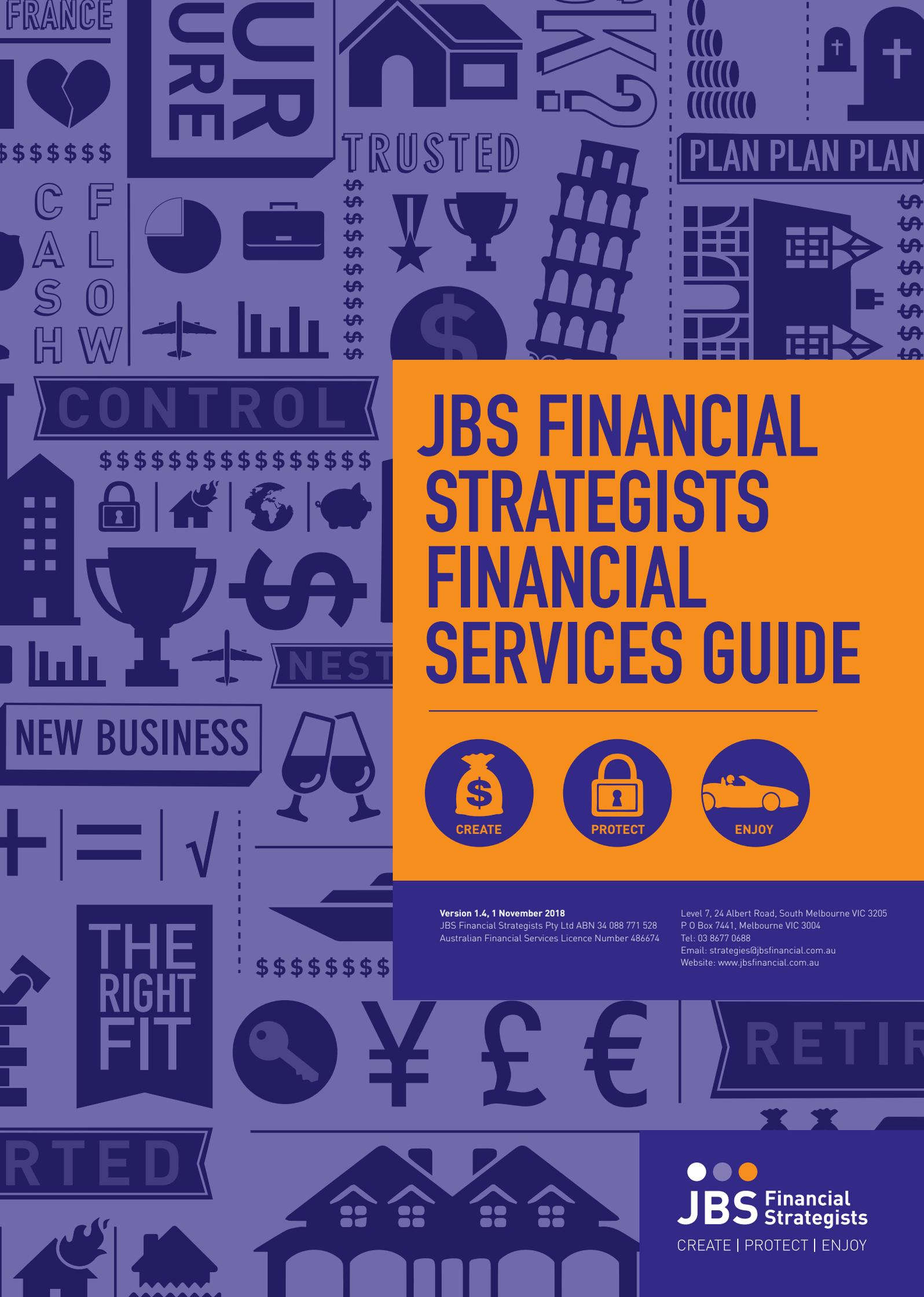
**RICHARD SMART**  
Client Services  
B.Comm



**VARSHA KEDIA**  
Client Services  
M.International Finance



**TED**  
Senior Executive in charge of  
Fun and Frivolity  
Phd F.U.N.



# JBS FINANCIAL STRATEGISTS FINANCIAL SERVICES GUIDE



Version 1.4, 1 November 2018  
JBS Financial Strategists Pty Ltd ABN 34 088 771 528  
Australian Financial Services Licence Number 486674

Level 7, 24 Albert Road, South Melbourne VIC 3205  
P O Box 7441, Melbourne VIC 3004  
Tel: 03 8677 0688  
Email: [strategies@jbsfinancial.com.au](mailto:strategies@jbsfinancial.com.au)  
Website: [www.jbsfinancial.com.au](http://www.jbsfinancial.com.au)

# HOW CAN WE HELP YOU?

This Financial Services Guide (FSG) is an important document. The purpose of this FSG is to help you make an informed decision about the services we offer and whether they are suited appropriately to meet your needs. This FSG provides you with important information on how to engage with our advisers.

- 1) Who we are
- 2) Your financial adviser
- 3) Services we can offer
- 4) How we are paid
- 5) Our Privacy Policy
- 6) If you have a complaint
- 7) Advice Documents
- 8) Our relationships

If you need more information or clarification, please contact us.

# 1 WHO WE ARE

JBS Financial Strategists Pty Ltd is a boutique financial services business that offers personalised and customised advice to our clientele family. JBS Financial Strategists holds its own Australian Financial Services Licence (AFSL Number 486674).

JBS concentrates on wealth creation and preservation by providing personalised financial planning strategies for all situations. These tailored plans all reinforce our three key ideals:



to create long-term wealth for our clients;



to protect our clients, their family and their investments; and



to position our clients to be able to enjoy their success.

Unlike most financial planning companies, we are not linked to any financial institution, bank or insurance company. We are free to select our own Approved Product List (APL) and recommend products that we feel best suit our clients' needs.

Our aim is to foster a long term relationship with our clients to assist them in achieving whatever life goals they have.

## 2 YOUR FINANCIAL ADVISER



### Jenny Brown

Is an Authorised Representative (250844), CEO, Founder and Director of JBS Financial Strategists Pty Ltd ("JBS").

Jenny is a CERTIFIED FINANCIAL PLANNER®, a Fellow Chartered Financial Practitioner (FChFP), holds the Diploma of Financial Planning and is a Self-Managed Superannuation Fund Specialist Adviser (SSA). Jenny has graduated from the Australian Institute of Company Directors (GAICD) and also holds a Certificate of ASX Securities for providing advice in direct equities, a Certificate of Margin Lending and Certificate IV Finance and Mortgage Broking.

Jenny has worked in the financial services industry since 1992 and specialises in Self-Managed Superannuation Funds and Trusts. She is a member of the Self-Managed Superannuation Fund Association, the Financial Planning Association of Australia (FPA), Association of Financial Advisers (AFA), the National Tax and Accountants Association (NTAA), the Million Dollar Round Table (MDRT) and a graduate member of the Australian Institute of Company Directors (GAICD).

In 2013 Jenny received the Association of Financial Advisers (AFA) Adviser of the Year award. Jenny is also currently the Australian chair of MDRT.



**Warren Hanna**

Is an Authorised Representative (306070) and partner and director of JBS. He has worked in the financial services industry since 2003 and has had extensive experience in Self-Managed Superannuation Funds.

Warren holds a Bachelor of Business (Financial Planning), certificate of ASX Securities for providing advice in direct equities, holds the SMSF accreditation, a Certificate IV Finance and Mortgage Broking and a certificate of Margin Lending. He is also a member of the Self-Managed Superannuation Fund Association (SMSFA) and Association of Financial Advisers (AFA).

**Peter Folk**

Is an Authorised Representative (1264658) and employee of JBS. He has worked in the financial services industry since 2012 and loves to assist in the SMSF and Age Care areas of JBS.

Peter holds a Bachelor of Business (Financial Planning), Certificate of ASX Securities for providing advice in direct equities, SMSF Accreditation and is an Accredited Aged Care Professional.

He is a member of the Association of Financial Advisers (AFA) and Self Managed Super Fund Association (SMSFA).

**Liam Rutty**

Is an Authorised Representative (341968) and employee of JBS. He has worked in the financial services industry since 2004 and loves working with the pre and post retirees within JBS.

Liam holds a Bachelor of Business (Economics & Finance), Certificate of Margin Lending and Geared Investments.

He is a member of the Association of Financial Advisers (AFA).

All Authorised Representatives are members of at least one relevant industry organisation such as the Association of Financial Advisers (AFA) or the Financial Planning Association (FPA) and are bound by their relevant code of conduct.

This FSG is given to you by your adviser with the authority of JBS Financial Strategists Pty Ltd. When a member of our team provides financial services to you, they will be acting for you on behalf of JBS Financial Strategists Pty Ltd.

## 3 SERVICES WE CAN OFFER

**JBS can provide financial advice and deal in financial products in relation to the following areas**

- Financial Planning
- Business Succession including risk insurance
- Risk Insurance
- Direct Equities
- Wealth Creation & Investments
- Superannuation & Retirement planning strategies
- Self-Managed Superannuation Fund Advice (including compliance and administration management)
- Cash Flow Management (including budgeting)
- Gearing Strategies
- Social Security advice
- Estate Planning
- Tax Consequences of our financial advice

**In addition, we can offer you an ongoing periodic review service for your investment portfolio or life insurance program.**

**We are licenced to provide financial product advice and deal in some or all of the following financial products:**

- Basic Deposit products
- Derivatives limited to old law securities options contracts and warrants
- Debentures, stocks or bonds issued or proposed to be issued by a government
- Risk Insurance Products, including life, trauma, income protection and total and permanent disability insurance
- Managed Investment Schemes
- Retirement Savings Accounts
- Securities
- Standard Margin Lending Facilities
- Superannuation

JBS Financial Strategists Pty Ltd maintains an Approved Product List (APL) and your adviser is able to recommend any product on this APL. There may be instances where your adviser will need to consider products outside of the APL. In these cases, your adviser may apply to the JBS Financial Strategists Research Committee to obtain a one-off product approval.

If we provide personal advice to you, we are required under the law to act in your best interests and prioritise your interests ahead of our own.

You may give your instructions to your adviser during meetings, by phone or other means such as email. In some cases written confirmation may be required. You may also be required to complete and return certain documents.



## 4 HOW WE ARE PAID

### **Initial & Ongoing Commissions and Fees**

We only receive commissions from risk insurance financial products, and are otherwise a fully Fee-For-Service practice.

Effective from 1 January 2018, the upfront commission for risk insurance financial products can range between 0% and 88% including GST depending on the product provider, while on-going commission may range between 0% and 33%. For example, on an insurance premium of \$1,000 paying 88% initial commission and 22% on-going commission including GST, the upfront commission would be \$880 and the on-going commission \$220 per year including GST. This is not an additional cost to you and in the majority of times the premiums are the same as if you went directly to the insurer. From 1 January 2019 the upfront commission will reduce to 77% and from 1 January 2020 onwards at 66% with the ongoing commission being capped at 22% all inclusive of GST.

### **Fee for Service**

We may charge a fee for our service in conjunction with, or instead of,

commission. We charge an hourly rate of \$330 per hour inclusive of GST or alternatively we may charge a fee for service on a project basis.

You may also be charged a Statement of Advice (SoA) preparation and implementation fee. This can range between \$2,500 and \$25,000 (inclusive of GST) depending on the complexity of advice and time and research required to assist you with your financial affairs, however most upfront fee for service ranges from \$2,000 to \$10,000.

Any fee for service must be paid within seven (7) days of the date of the tax invoice being issued to you.

### **Ongoing Fees**

We may charge an ongoing fee for the advice and management of your financial affairs.

The way we charge is via a flat fee for service determined at the time of presentation of your advice document. In some circumstances this may be calculated as a percentage of your total investments, generally between 0% and 1.1% including GST.

We will provide you with a Terms of Engagement which provides you with an estimated cost before

commencing any work. Further details about insurance commissions and other benefits your adviser receives for recommending investments will be available to you when specific recommendations are made in your Statement of Advice (SoA) or Record of Advice (RoA). You will always know what fees and charges apply before they become payable so that you can assess the associated costs.

### **Referrals**

During the course of your relationship with your adviser, you may want to be referred to another professional to assist with areas outside our expertise. The professional you choose to consult is responsible for the advice they provide to you. JBS may receive a fee or other benefit as a result of that referral or alternatively we may pay a fee to other professionals for your referral, however this is not an additional fee to you. Any referral fees will be disclosed in your Statement of Advice (SoA).

If in connection with our financial advice you obtain a financial (or loan restructuring) facility from JBS Financial Pty Ltd (Australian Credit Licence 393950) JBS Financial Strategists Pty Ltd (486 674) may receive a commission.

### **Other Benefits**

From time to time, your adviser may also receive other benefits which may include:

- Educational conferences and seminars - attendance may be fully or partially subsidised by the product providers.
- Non-monetary benefits such as business lunches, tickets to sporting and cultural events, promotional merchandise or other minor benefits from product providers.

These benefits are discretionary in nature and relate to future events. It is therefore not possible to provide an estimated dollar value on these benefits at this point in time. Any other benefits that any adviser of JBS may receive will only be accepted to a value of less than \$300 per provider per year.

JBS maintains a register of all other benefits advisers receive. If you would like to see a copy of these registers, you can contact JBS.

### **How your Adviser is Paid**

Peter and Liam are employees of JBS Financial Strategists Pty Ltd and are paid a salary and do not earn any fees, commissions or brokerage, but may receive bonuses and other benefits.

Jenny and Warren are both directors and own equity in JBS Financial Strategists Pty Ltd and may receive capital and profits related benefits including salary.

## 5 PRIVACY

We will need to find out your individual objectives, financial situation and needs before we recommend any financial product to you. You have the right not to divulge this information to us, if you do not wish to do so. In that case, we may have to refuse our services to you due to a lack of relevant information to be able to satisfy our requirement to 'know our client' or alternatively, we may be able to provide advice however are required to warn you about the possible consequences of us not having your full personal information. You should read the warnings carefully.

We keep a record of the personal information, which may include details of your investment objectives, financial and personal situation and particular needs, you provide to us. On your request, we can provide you with a copy of your personal information and advice documents, which we keep on record for no less than 7 years. Please note that a fee for this service may apply.

We are committed to implementing and promoting a Privacy Policy which will ensure the privacy and security of your personal information. A copy of our Privacy Policy is available on our website [www.jbsfinancial.com.au](http://www.jbsfinancial.com.au)

We respect the confidentiality of your information and take your privacy seriously, abiding by the Australian Privacy Principles contained in the Privacy Act 1988 (Cth). When we request personal information, we will normally explain why we need it, how it will be used and who we may share it with.

## 6 IF YOU HAVE A COMPLAINT

We are committed to providing quality advice to you. This commitment extends to providing accessible complaint resolution mechanisms for you.

If you have any complaint about the service provided to you, you should contact Jenny Brown – Founder and CEO at JBS Financial Strategists Pty Ltd on 03 8677 0688 about your complaint. We aim to investigate and resolve your complaint within 45 days.

If after 45 days we cannot reach a satisfactory resolution to your complaint, we are a member of the **Australian Financial Complaints Authority** and you can raise your concerns with them through the contact details below:

### **Australian Financial Complaints Authority**

**P:** 1800 931 678

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

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

**M:** GPO Box 3 MELBOURNE VIC 3001

Furthermore, the Australian Securities and Investments Commission (ASIC) has a free of charge infoline on 1300 300 630, which you may use to obtain information about your rights and to make a complaint.

**Your adviser's individual details will be displayed on your Statement of Advice that you received as part of the advice process.**

We hold professional indemnity insurance cover for the activities conducted under our AFS licence which we believe satisfies the requirements of section 912B of the Corporations Act 2001 for compensation arrangements. The insurance will cover claims in relation to the conduct of authorised representatives, representatives and employees who no longer work for the Licensee (but who did at the time of the relevant conduct).

# 7 ADVICE DOCUMENTS

We will also provide you with a Statement of Advice (SoA) or relevant advice document whenever we provide you with any advice which takes into account your objectives, financial situations and or needs. The SoA or relevant document will contain the advice, the basis on which it is given and information about fees, commissions and associations which may have influenced the provision of the advice.

If we give you further advice, or when no financial product is recommended, a Record of Advice (RoA) may be provided to you instead of an SoA.

You can request a replacement copy of any advice document that you have received by contacting us within 7 years of that advice being given.

In the event we make a recommendation to acquire a particular financial product (other than securities) or offer to issue or arrange the issue of a financial product, we must also provide you with a Product Disclosure Statement containing information about the particular product which will enable you to make an informed decision in relation to the acquisition of that product.

Please note that our main form of communication with our clients is electronically, via email or links to websites etc. This includes correspondence and disclosure notices (including Financial Services Guides and Product Disclosure Statements) as well as advice documents and other notifications. If you have provided your email address to JBS we may use that email address for correspondence and disclosure notices. Should you not wish to be sent disclosure documents electronically please advise us and we will update our records accordingly.

## 8 OUR RELATIONSHIPS

Neither your Adviser nor the Licensee have any association or relationship with the issuers of financial products that might reasonably be expected to be capable of influencing them in the provision of financial services. JBS maintains a Conflicts of Interest register for circumstances where some or all of your interests may be inconsistent or diverge from some or all of your advisers interests or those of JBS, which you can view at any time.

JBS are proud members of the Most Trusted Adviser (MTA) network and were invited to join this elite group of advisers in 2012. We are part of the MTA network thanks to our clients who have rated us on our client service and adviser-client relationship.



The JBS team is an engaged and connected bunch. We're all keen social media addicts, and love sharing, tweeting, updating and posting all the exciting things that happen in JBS land, as well as in our own lives. We've won awards for our engagement, including the Centrepoint Alliance Client Engagement Award for four years running, Jenny was the 2013 Financial Standard Smileys Scholarship, and was also a finalist for the same award program in 2012. We love it!



