



dlp life design  
*Specialist Financial Advice*

# Financial Services Guide

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VERSION 7A ISSUE 2

5 NOVEMBER 2021

This Financial Services Guide was prepared and issued with the authority of Synchronised Business Services Pty Ltd, ABN: 33 007 207 650, trading as **SYNCHRON** Australian Financial Services Licence 243313. Life Insurance Broker. Corporate Member of the Association of Financial Advisers.

We welcome you to Synchron. Our initial obligation at the start of the relationship is to fully inform you of your rights and entitlements and detail the services we provide.

This Financial Services Guide (FSG) is intended to inform you of certain basic matters relating to your relationship with our Authorised Representative and with us, prior to you being provided with an authorised financial service. Subjects covered in this FSG include who we are, contact details for us and our Authorised Representative, how we and our Authorised Representatives are remunerated, what to do in the event of a complaint, and the method by which we engage our professional advice process.

It is intended that this document should assist you in determining whether to use any of the services described. It is our duty to provide you with this document at the first available opportunity.

**This document is Part 1 of our FSG and should be read in conjunction with ‘Part 2 – Adviser Profile’, which will be given to you with this FSG. The two parts make up the FSG and the distribution has been approved by Synchron.**

## Getting started

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### Who is your Adviser?

Your adviser is an Authorised Representative of Synchron. Details of your adviser and the charging methodology are contained in the attached Adviser Profile.

### Who is responsible for the advice given to you?

Synchron is responsible for the financial services provided to you.

### What financials services are offered?

Synchron is the holder of an Australian Financial Services (AFS) Licence which allows us to provide financial product advice and deal in the following financial products:

- Deposit Products
- Non Basic Deposit Products
- Government debentures, stocks or bonds
- Life insurance investment products
- Life insurance risk products
- Managed Investments including Investor Directed Portfolio Services
- Managed Discretionary Accounts
- Retirement Saving Accounts
- Securities
- Standard Margin lending facilities
- Superannuation

The Adviser Profile page outlines the financial services that your adviser is authorised to provide on behalf of Synchron. Your adviser is also not able to provide advice on products that are not on Synchron’s Approved Product List or have not otherwise been approved by Synchron.

### Lack of Independence

Under the Corporations Act 2001, I am prevented from using the terms independent, impartial and unbiased as I may receive commissions for the advice that I provide on life insurance products. Even if I do not receive commissions, I am still prevented from using these terms as my licensee, Synchron, receives commissions for the advice provided by its Authorised Representatives on life insurance products.

## Before receiving advice

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### **Will we provide you with advice suitable to your needs and financial circumstances?**

Yes, in order for us to provide quality advice, you need to supply us with your individual objectives, financial situation and needs. You have the right not to divulge this information; if you do not wish to do so then we are required to warn you that before acting on the advice provided, you will need to consider the appropriateness of the advice with regards to your personal situation and needs. You should ask your Authorised Representative about these consequences if you are not sure.

### **What should you know about the risks of the financial products or strategies we recommend to you?**

Our Authorised Representative will explain to you any significant risks of the financial products and strategies which are recommended to you.

### **What information do we maintain in your file and can you examine your file?**

Our Authorised Representative will maintain a record of your personal profile, which includes details of your objectives, financial situation, needs, copies of recommendations made to you and any products acquired by you.

If you wish to examine your file, we ask that you make a request in writing and allow up to fourteen (14) working days for the information to be forwarded. You may be charged a fee to cover the cost of verifying the application and locating, retrieving and copying any material requested. If the information sought is extensive, you will be advised of the likely cost in advance and we can help to refine your request if required.

## Provision of advice

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### **When will you receive a Statement of Advice?**

You are required to receive a Statement of Advice whenever our Authorised Representative provides you with personal advice which takes into account your objectives, financial situation and needs. This Statement of Advice will contain the basis on which the advice is given, personal information, recommendations and information about fees, remuneration and associations which may have influenced the provision of the advice.

Thereafter, if your circumstances have not significantly changed our Authorised Representative can provide you with another Statement of Advice or a Record of Advice as a confirmation of the advice provided. You are able to request a copy of these documents from our Authorised Representative at any time up to a period of seven years.

### **Product Disclosure Statement**

When our Authorised Representative makes a recommendation to acquire a particular financial product, you must also be provided with a Product Disclosure Statement from the issuing product provider which gives full details of the recommended product to assist in making an informed decision to acquire that product.

## How will you pay for the services provided?

A fee may be charged for our services. This may be waived or partially offset by brokerage, commission or fees if you proceed. Upon implementation of the recommendations, our Authorised Representative may receive an upfront fee, commission (for risk insurance products) or a combination of both depending on how you agree to pay for the services. Fees can be based on total funds placed, the time spent on the services you receive, or as agreed between you and our Authorised Representative. Costs and remuneration will be disclosed in your Statement of Advice.

All fees and commissions are paid to Synchron, which deducts a fee for the services it provides as the licensee and then pays the balance to your adviser subject to any agreements. Some of our Authorised Representatives have referral arrangements with other professionals. Where a referral arrangement is in place between the Authorised Representative and a third party, referral payments may be paid by our Authorised Representatives to a third party. Details of any referral fees will be disclosed to you in the Statement of Advice given to you at the time that advice is provided.

A review service fee may also be payable from time to time, depending on any extra work required such as a major restructuring. Further details are provided in the Adviser Profile section.

### LIFE INSURANCE ADVICE

If you decide to purchase a life insurance product, unless stated to the contrary in your Statement of Advice, Synchron has elected to receive commission from the product providers and not invoice you directly for services provided. Please refer to the “Adviser Profile” section of this FSG for further details.

if you do not continue with a purchased life insurance product for a full 24 months, the commission received by Synchron is returned to the insurance company, and you may then be invoiced for this amount.

### INVESTMENTS AND SUPERANNUATION ADVICE

If you decide to proceed on the investment or superannuation advice provided, the fee you may be charged may be dollar based or may be calculated as a percentage of the amounts invested. The fee may also be reflective of an hourly rate. For details, please refer to the enclosed Adviser Profile section.

## Conflicts of Interest

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Synchron and our Authorised Representative may receive “additional benefits”, from product providers we deal with such as:

- Contributions to our training and education budget used for making available professional development to our Authorised Representatives,
- and/or small gifts or entertainment.

“Additional benefits” are not permitted to be paid to our Authorised Representative if they are as a result of, or conditional on, the amount of business an Authorised Representative gives to a product provider. Synchron has put measures in place to ensure that these “additional benefits” will not influence any financial product advice provided by Synchron Authorised Representatives.

Synchron holds no interest in, or investments, in any product provider.

The directors of Synchron are also directors of Valant Capital Pty Ltd, and own shares in Valant Capital Pty Ltd, so they may receive benefits from Valant such as dividends. Synchron also provides financial accommodation to Valant in the form of a loan. No benefits or incentives are offered to Authorised Representatives to use Valant.

## Dispute Resolution

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### Who can you complain to if you have a complaint about the provision of financial services to you?

If you have any complaints about a financial service provided to you by a Synchron Authorised Representative, you should take the following steps:

1. Contact your Authorised Representative and tell them about your complaint.
2. If your complaint is not satisfactorily resolved within three working days, or you would prefer not to contact your Authorised Representative, please contact the Complaints Manager at Synchron via any of the following methods:
  - by email to [compliance@synchron.net.au](mailto:compliance@synchron.net.au)
  - by mail to PO Box 438 North Melbourne, Victoria 3051;
  - by phone at 03 9328 3900; or
  - via the online form at <http://synchron.net.au/contact.php>.
3. Synchron will acknowledge all complaints verbally or in writing within one business day of receiving it, or as soon as practicable.
4. Synchron will endeavour to resolve standard complaints within 30 calendar days of lodgement. However, in some cases a different timeframe may apply. In these cases, Synchron will inform you of the timeframe for the response and the reasons. On rare occasions, Synchron may issue you with an IDR delay notification, outlining the reasons for the delay.
5. If you are not satisfied with the response provided to you by Synchron, or the timeframe in which the complaint is being handled, you can lodge a dispute with the Australian Financial Complaints Authority. This service is provided to you free of charge.

#### **Australian Financial Complaints Authority (AFCA)**

AFCA is a free and independent dispute resolution scheme.

Phone: 1800 931 678

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

Address: GPO Box 3, Melbourne VIC 3001

The Australian Securities and Investments Commission (ASIC) also has a free call info line on 1300 300 630 which you may use to make a complaint and obtain information about your rights.

## Does Synchron have Professional Indemnity Insurance in place?

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Yes, Synchron has Professional Indemnity Insurance, in accordance with s912B of the Corporations Act 2001, covering itself and its Authorised Representatives for breaches of professional duty whilst

conducting their professional services. Subject to the policy terms and conditions of cover, the policy extends to include cover for professional indemnity claims made against past employees and Authorised Representatives who no longer work for Synchron but who did at the time of the relevant conduct.

## Statement of Synchron’s Privacy Policy

Synchron is committed to ensuring the confidentiality and security of the information provided by you to us. We support and embrace the Australian Privacy Principles set out in the Privacy Amendment (Private Sector) Act 2000 and the protection afforded by this act for the security of private information held on ordinary Australians. A full copy of our Privacy Policy is available on our website [www.synchron.net.au](http://www.synchron.net.au).

We may, on occasion, have administrative & or Paraplanning tasks completed outside Australia. Our offshore provider is Rocket Services, their operation is based in the Philippines. To contact Rocket Services please email the Managing Director, Mr Brendan McFarlane at [brendan@rocketservices.com.au](mailto:brendan@rocketservices.com.au) or in writing at 11 Church Street, Canterbury NSW 2193.

We also need to collect copies of your identification to meet our obligations under the Anti-Money Laundering and Counter Terrorism Financing Act 2006. We may also request that you provide us with your Tax File Number, however if you choose not to, there may be tax implications for you.

If you have any complaints about how we handle your private information, please contact us as set out above. We take your privacy seriously and will address your concerns through our complaints handling process. If you believe you do not receive a satisfactory resolution to your concerns, you may contact the Office of the Australian Information Commissioner (OAIC). The website of the OAIC is [www.oaic.gov.au](http://www.oaic.gov.au).

Synchron Executive Directors	Address:	Contact Details
<b>Don F Trapnell</b>	PO Box 438,	<b>T:</b> 03 9328 3900
<b>John L Prossor</b>	North Melbourne,	<b>F:</b> 03 9328 4031
	Victoria 3051	<b>E:</b> <a href="mailto:info@synchron.net.au">info@synchron.net.au</a>
		<b>W:</b> <a href="http://www.synchron.net.au">www.synchron.net.au</a>

## Adviser Personal Details

### Your Questions - Our Answers

#### WHO WILL BE PROVIDING THE FINANCIAL SERVICES TO ME?

Collective Wellness Enterprises Pty Ltd atf T K Family Trust t/as DLP Life Design are Corporate Authorised Representative No 1254548 acting under authority from Synchron.

#### DLP LIFE DESIGN

Business Address: Suite 7, 23 Richardson Street, South Perth, WA 6151 Tel: (08) 6188 7689

#### WHO ARE MY ADVISERS WHO ARE AUTHORISED TO ACT ON BEHALF OF SYNCHRON AND WITHIN THE CORPORATE AUTHORISED REPRESENTATIVE OF DLP LIFE DESIGN

# Donna Lee Powell

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**Office:** 08 6188 7689

**Email:** donna@dlp-lifedesign.com

Your Adviser will be Donna Lee Powell and DLP Life Design who are both authorised to act on behalf of Synchron.

Donna was named in the Financial Standard Power50 Most Influential Advisers in Australia in 2019, 2020 and 2021 and was the National Winner AFA Female Excellence in Advice in 2018.

Donna has over 25 years' experience within the Financial Services profession in varying roles across Banking, Business and Personal lending and Financial Advice. Donna has been working specifically within the Financial Advice area for 20 years and self-employed for 14 years. She works predominantly with business owners and professionals. Donna also helps clients and their families transition through illness, disablement, divorce and death. Donna is mindful of the importance for families to be supported with quality advice during these difficult times.

Donna is passionate about maintaining strong relationships with her clients and all aspects of holistic financial advice. Donna has a Diploma of Financial Services (Financial Planning) and a Diploma of Financial Advising.

## **WHAT KIND OF FINANCIAL SERVICES IS DONNA LEE POWELL AUTHORISED TO PROVIDE ME AND WHAT KINDS OF PRODUCTS DO THOSE SERVICES RELATE TO?**

Donna Lee Powell is a Principal of DLP Life Design and is authorised to act on behalf of Synchron to offer you the following services:

- Provide financial product advice; and
- Deal in a financial product by arranging for a financial product to be acquired, disposed of, or varied.

In respect of the following financial products:

- Deposit and Payment Products
- Retirement Savings Account Products
- Debentures, Stocks or Bonds issued by a Government
- Superannuation
- Life Products, including
- Securities
- Self- Managed Superannuation Funds
- Investment Life Insurance Products
  - Life Risk Insurance Products
  - Interests in Managed Investment Schemes (incl IDPS)

## Ashleigh Hurley

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**Mobile:** 0477 008 507  
**Office:** 08 6188 7689  
**Email:** ashleigh@dlp-lifedesign.com

Your adviser will be Ashleigh Hurley and DLP Life Design who are both authorised to act on behalf of Synchron.

Ashleigh has worked in the financial services profession for over 11 years. Ashleigh graduated from Curtin University with a Bachelor of Commerce majoring in Financial Planning. She is also a Certified Financial Planner® with the Financial Planning Association (FPA).

Ashleigh has had experience in all areas of financial advice. Ashleigh specialises in working with clients wanting to clear debt and create wealth. Ashleigh has a passion for empowering clients to achieve their financial freedom. Ashleigh also helps clients and their families transition through illness, disablement, divorce and death. Ashleigh is mindful of the importance for families to be supported with quality advice during these difficult times.

### **WHAT KIND OF FINANCIAL SERVICES IS ASHLEIGH HURLEY AUTHORISED TO PROVIDE ME AND WHAT KINDS OF PRODUCTS DO THOSE SERVICES RELATE TO?**

Ashleigh Hurley is an employee of DLP Life Design who are both authorised by Synchron to offer you the following services:

- Provide financial product advice; and
- Deal in a financial product by arranging for a financial product to be acquired, disposed of, or varied.

In respect of the following financial products:

- Deposit and Payment Products
- Interests in Managed Investment Schemes (incl IDPS)
- Debentures, Stocks or Bonds issued by a Government
- Retirement Savings Account Products
- Superannuation
- Self-Managed Superannuation Funds
- Securities
- Life Products, including:
  - Investment Life Insurance Products
  - Life Risk Insurance Products



## Brenda Will

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**Mobile:** 0409 385 776  
**Office:** 08 6188 7689  
**Email:** [brenda@dlp-lifedesign.com](mailto:brenda@dlp-lifedesign.com)

Your adviser will be Brenda Will and DLP Life Design who are both authorised to act on behalf of Synchron.

Brenda is an accredited Aged Care specialist and Financial Adviser with over 20 years' experience in the financial planning industry. She is a Certified Financial Planner® (FPA), Accredited Aged Care Specialist Adviser (Aged Care Steps), holding an Advanced Diploma of Financial Services (Financial Planning), Diploma of Financial Services, Bachelor of Veterinary Medicine and Surgery (with honours) and Bachelor of Science (Murdoch University).

Brenda has worked extensively in the areas of retirement, ageing and aged care. As a passionate advocate for ageing well, she helps her clients to prioritise health, lifestyle and fulfillment no matter what their age. She aims to provide greater awareness of ageing and aged care issues in this rapidly changing environment and frequently speaks on topics including planning for retirement and beyond, accommodation options, aged care and improving quality of life throughout.

### **WHAT KIND OF FINANCIAL SERVICES IS BRENDA WILL AUTHORISED TO PROVIDE ME AND WHAT KINDS OF PRODUCTS DO THOSE SERVICES RELATE TO?**

Brenda Will is an employee of DLP Life Design and is authorised to act on behalf of Synchron to offer you the following services:

- Provide financial product advice; and
- Deal in a financial product by arranging for a financial product to be acquired, disposed of, or varied.

In respect of the following financial products:

- Deposit and Payment Products
- Interests in Managed Investment Schemes (incl IDPS)
- Debentures, Stocks or Bonds issued by a Government
- Retirement Savings Account Products
- Superannuation
- Self-Managed Superannuation Funds
- Securities
- Standard Margin Lending Facility
- Life Products, including
  - Investment Life Insurance Products
  - Life Risk Insurance Products

We will only recommend a product or strategy to you after considering its suitability for your individual situation and needs.

We do not provide advice in any other area of insurance or investments but can refer you to a professional who specialises in other areas if requested. Any arrangements you make with the other professional will be strictly between you and that person and neither Synchron nor our Authorised Representative accept any responsibility or liability for the advice given.

**DO YOU RECEIVE REMUNERATION, COMMISSION, FEES OR OTHER BENEFITS IN RELATION TO PROVIDING THE FINANCIAL SERVICES TO ME AND HOW IS THAT COMMISSION CALCULATED?**

DLP Life Design will be paid 100% of the brokerage and/or fees received by Synchron minus a fee of 5% for the provisions of professional services from Synchron.

As an employee of DLP Life Design, Ashleigh Hurley and Brenda Will will receive a salary. They may also receive bonuses and other incentives based on performance.

This brokerage is used to provide income after paying for the normal expenses incurred with running a business (eg rent, vehicle, computer, stationery, professional fees etc).

**INSURANCE MONITORING:**

Internal databases are maintained detailing client's insurances that were recommended by our Authorised Representative on behalf of Synchron. This does not constitute portfolio monitoring.

Note: This Financial Services Guide V7A Issue 2 is for the sole use by the Authorised Representatives and DLP Life-Design only and was prepared 5<sup>th</sup> November 2021, issued with the authority of Synchronised Business Services Pty Ltd t/as Synchron, Australian Financial Services Licence No. 243313 Life Insurance Broker

This Adviser Profile, together with the Client Receipt page, is Part 2 of our Financial Services Guide and should be read in conjunction with Part 1 as a complete document.

## How we charge for our services

Unless otherwise stated, all fees and commissions are inclusive of GST and the fees could be greater than those disclosed below in complex cases. In these instances, we will inform you of the exact fee payable promptly in writing.

<p><b>Initial Consultation</b></p>	<p>We may charge a fee for the initial meeting. This fee may range from \$0 - \$1,200 dependent on the complexity of the analysis required and the time expected for the meeting.</p> <p>Before this meeting, your adviser will discuss the fees that will be payable. Our main aim is to gather information about yourself and to determine your primary goals and objectives in seeking advice.</p> <p>At the end of this meeting, we will outline the next steps and detail any fees applicable.</p>
<p><b>Initial Advice provided under a Fixed Term Agreement</b></p>	<p>Our initial advice is provided to you under a fixed term agreement for a period of no more than 12 months. The initial advice fee will depend on the complexity of your individual circumstances and the type of advice you require. The fee may range from \$0 - \$55,000.</p>
<p><b>Implementation of Initial Advice Fee (Fee for advice)</b></p>	<p>This Fee will range from \$0 - \$11,000 depending on the level of complexity of your situation and the advice provided. This fee may be paid by invoice or where appropriate and where authorised by you, may be deducted from your superannuation or investment account.</p>
<p><b>Ongoing fee for advice (Retainer) (Fee for advice)</b></p>	<p>The ongoing advice fee can range from \$0 – \$55,000 per annum. This fee may be paid by invoice or where appropriate and where authorised by you, may be deducted from your superannuation or investment account.</p>
<p><b>Ad hoc advice</b></p>	<p>Where you do not wish to participate in an ongoing advice fee arrangement but require ongoing advice on an ad hoc basis, an hourly fee of between \$0 and \$550 may apply.</p>
<p><b>Insurance - Initial (Commission on Life Insurance Products)</b></p>	<p>The relevant insurer will pay initial commission based on a number of factors, including the annual premium, loadings which apply to the premium (such as medical or payment frequency loadings), and any policy or other fees. These factors will vary between insurers.</p> <p>The following ranges will apply (all figures are exclusive of GST and other taxes/statutory charges):</p> <p>If you have a policy that has been in force prior to 1st January 2020 and you have an alteration or increase to that policy, commission of between 0% and 130% may be payable on any increase in premium.</p> <p>The maximum commission payable on any policy issued after 1st January 2020 is 60% + GST of the first year premium.</p> <p>Commission is paid to us by the product provider and is not an additional cost to you.</p>
<p><b>Insurance - Ongoing (Commission on Life Insurance Products)</b></p>	<p>Annual commission will be paid when you renew your policy each year. The rate of ongoing commission is between 0% and 33% of the annual policy cost for as long as you hold the product. Commission is paid to us by the product provider and is not an additional cost to you.</p> <p>Commission may also be paid on the basis of increases in sum insured under your policy. This commission will be calculated on the same basis as initial commission (see above) and will vary depending on the insurer.</p>

# Financial Services Guide

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## Financial Services Guide Receipt

I/We confirm that a Synchron Financial Services Guide has been provided to me/us together with an Adviser Profile Insert.

Financial Services Guide Version is: FSG Version 7A Issue 2 dated 5<sup>th</sup> November 2021

Client Name	Client Signature	Date
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Client Name	Client Signature	Date
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Adviser Name	Adviser Signature	Date
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OR

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I confirm that a copy of the Financial Services Guide dated 5<sup>th</sup> November 2021 was sent via email/post to:

Client Name:.....

Adviser Name	Adviser Signature	Date
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