

# Adviser Profile –

## Version 4 Part 2

Date created – 31 / 01 / 2024

Part 2 (Adviser Profile) contains the following sections:

- About Your Adviser (Section 1);
- The Services I Provide (Section 2);
- Fees and Charges (Section 3); and
- Contact and Acknowledgment (Section 4).

This document is Part 2 (Adviser Profile) of the Financial Services Guide (FSG) dated 31 Jan 2024 and should be read together with Part 1. Part 2 sets out specific details about us as Authorised Representatives of Key Financial Planners Pty Ltd ('Key Financial Planners').

I am authorised by Key Financial Planners to provide the financial services described in Part 1 and Part 2 (Adviser Profile) of the FSG. I have also been authorised by Key Financial Planners to distribute this FSG.

Key Financial Planners Pty Ltd  
ACN 159 904 284 holder of  
Australian Financial Services Licence No. 492022 ('AFSL')

17 Murray Street  
Nuriootpa SA 5355

Email: [admin@keyfinancial.net.au](mailto:admin@keyfinancial.net.au)  
Website: [www.keyfinancial.net.au](http://www.keyfinancial.net.au)

## SECTION 1

### ABOUT YOUR ADVISER

#### WHO IS YOUR FINANCIAL ADVISER?

Your Financial Advisers are Anthony Prior.

In this document, the terms 'I', 'me', 'us', 'we' and 'our' refer to Anthony Prior and Key Financial Planners Pty Ltd. The term 'Representatives' refers generally to Key Financial Planner's Authorised Representatives.

Anthony's Authorised Representative number is 303861.



#### WHAT EXPERIENCE DOES YOUR FINANCIAL ADVISER HAVE?

Anthony has extensive experience in the financial planning industry.

Anthony has spent over 20 years as a Financial Adviser offering advice to individual clients as well as small and large business clients. Prior to Key Financial Planners, Anthony was a Financial Adviser with various financial organisations, including Thornton Group as a Senior Financial Planner.

#### WHAT QUALIFICATIONS AND PROFESSIONAL MEMBERSHIPS DOES YOUR FINANCIAL ADVISER HAVE?

Anthony – I hold a Graduate Diploma of Financial Planning and am a member of the Financial Advice Association Australia.

#### DOES YOUR FINANCIAL ADVISER HAVE ANY ASSOCIATIONS OR RELATIONSHIPS?

Anthony - I have an association with Key Financial Planners (ACN: 159 904 284) as a director. Fees are paid to Key Financial Planners for distribution to me.

Key Financial Planners Pty Ltd has an association with Stephen Fechner of Dito Plus Pty Ltd as a shareholder of Key Financial Planners. Fees are paid to Key Financial Planners and Stephen Fechner receives a proportion of the fees as a shareholder in Key Financial Planners. Stephen Fechner is not an Authorised Representative of Key Financial Planners.

## SECTION 2

### THE SERVICES I PROVIDE

#### WHAT AREAS IS YOUR FINANCIAL ADVISER AUTHORISED TO PROVIDE ADVICE ON?

We are authorised by Key Financial Planners to provide financial services, including advice or services in the following areas:

##### Anthony

- Deposit & payment products;
- Government debentures, stocks or bonds;
- Life investment and life risk products;
- Managed investment schemes including investor directed portfolio services;
- Standard margin lending facilities;
- Retirement savings account products;
- Securities (e.g. shares); and
- Superannuation products (Including Self - Managed Super Funds)

#### ARE THERE ANY SERVICES YOUR FINANCIAL ADVISER IS NOT AUTHORISED TO PROVIDE?

We are not authorised by Key Financial Planners to provide advice or services in the following areas:

##### Anthony

- Derivatives

Please ask me if you would like a referral for these services. If I receive a specific fee for this referral, it is disclosed below in Section 3 'Fees and Charges'. It may also be disclosed in an advice document such as a Statement of Advice ('SoA'), if I provide you with personal advice.

#### HOW CAN YOU PROVIDE YOUR INSTRUCTIONS TO ME?

You may provide instructions to me by using any of the contact details provided in Section 4 'Contact & Acknowledgment'.



#### PRIVACY STATEMENT

In addition to the information provided in the Key Financial Planners FSG Version 5 Part 1 on how we collect, hold, use and disclose your personal information, and how we manage this information, further details around privacy are available at [www.keyfinancial.net.au](http://www.keyfinancial.net.au) and/or by calling us on (08) 8561 2400.

## SECTION 3

### FEES AND CHARGES

#### HOW WILL YOUR FINANCIAL ADVISER BE PAID FOR THE SERVICES PROVIDED?

All fees disclosed in this FSG which are attributed to the services provided to you by me are paid to Key Financial Planners.

Key Financial Planners receives all fees payable for the services we provide.

Anthony - I receive director fees and profit share as a director of Key Financial Planners as determined by that company as appropriate from time to time.

## WHAT IS YOUR FINANCIAL ADVISERS FEE STRUCTURE?

As part of detailed financial planning, there are costs to you at various stages of the process. Before making any recommendations, I will discuss and agree the fees with you.

Advice fees are inclusive of GST and payable by you at the following stages:

- 1.) **Recommendation:** For having a personalised financial plan (SoA) prepared, a plan preparation fee (up to \$8,800) is payable. The actual fee will depend on the complexity of your situation and the time it takes to prepare personal financial advice for you.
- 2.) **Implementation:** We may charge a placement fee and/or implementation fee to implement the recommendations in your financial plan. These are payable when you decide to proceed with the implementation of any one or more recommendations that we provide to you. The actual fee will depend on the complexity of your situation and the amount of funds invested but will not exceed a range from \$550 (min) to \$5,500 (max).
- 3.) **Ongoing Advice Service and Reviews:** If you choose to have us conduct a review of your financial plan to ensure that your financial strategies and financial products remain appropriate to you, you may be charged a review fee. If you choose to have us provide an ongoing advice service, you may be charged a fee ranging from \$1,650 to \$16,500 pa.

**Note:** Full details of all fees for financial services will be provided to you in a Statement of Advice (SoA), or Record of Advice (RoA) and Product Disclosure Statements at the time of receiving any recommendation.

## WHAT AMOUNTS DO MY EMPLOYER AND OTHER RELATED ENTITIES RECEIVE FOR FINANCIAL SERVICES?

Key Financial Planners receives 100% of fees. The directors of Key Financial Planners have a profit share arrangement to distribute company profits annually to shareholders.



## WHAT OTHER BENEFITS DOES YOUR FINANCIAL ADVISER RECEIVE?

In addition to the remuneration detailed above, I am eligible to qualify for other benefits and entitlements as detailed below:

From time to time, we may accept alternative forms of remuneration from product providers or other parties (up to a value of \$300), such as hospitality or support connected with our professional development (e.g. training or sponsorship to attend conferences). We maintain a register detailing any benefit that we receive and other benefits that relate to information technology software support provided by a product issuer or that relate to educational and training purposes. A copy of the register is available on request for a small charge.

## WILL YOUR FINANCIAL ADVISER BE PAID WHEN MAKING A REFERRAL?

If you have been referred to us by an external party and you accept the services we provide, we may make a payment to the external party for that referral. Any amount payable will be disclosed in the SoA provided to you. This will be paid by us to the external party and will be at no additional cost to you.

## SECTION 4

### CONTACT



#### HOW YOU CAN CONTACT YOUR FINANCIAL ADVISER

**Your Financial Adviser:**

**Anthony Prior**

Phone: (08) 8561 2400

Fax: (08) 8561 2499

Email: [anthony@keyfinancial.net.au](mailto:anthony@keyfinancial.net.au)

Website: [www.keyfinancial.net.au](http://www.keyfinancial.net.au)

**Practice details:**

**Key Financial Planners**

17 Murray Street

Nuriootpa SA 5355

Phone: (08) 8561 2400

Fax: (08) 8561 2499

Email: [admin@keyfinancial.net.au](mailto:admin@keyfinancial.net.au)

Website: [www.keyfinancial.net.au](http://www.keyfinancial.net.au)