



**PERSONAL
FINANCIAL
SERVICES**

SINCE 2001

**Financial Services Guide
Part 2 – Adviser Profile**

Effective date: 1 December 2023

Mark Clayton CFP®

JDC Family Investments Pty Ltd as trustee for
Clayton Financial Planners

Corporate Authorised Representative No: 240953

How to contact us:

Suite 14, 809-811 Pacific Highway
Chatswood NSW 2067
02 9411 1944
mark.clayton@cfplanners.com.au

This document is incorporated with, and must be read in conjunction with, the Financial Services Guide - Part 1, issued by Personal Financial Services Ltd (**PFS**). When read together, the Financial Services Guide will explain to you how I can provide services to you as an authorised representative of PFS.

My authorisation

I am authorised by PFS under its Australian Financial Services Licence to provide financial advice. My ASIC authorisation number is 329439.

I am a director of JDC Family Investments Pty Ltd as trustee for Clayton Financial Planners (Clayton Financial Planners), which is a Corporate Authorised Representative of PFS.

My experience, qualifications and professional memberships

Having worked for over 15 years in Financial Planning/Services, I have held roles across paraplanning, investment committees, superannuation funds, debt financing and providing face to face financial advice.

I joined Clayton Financial Planners in 2016 and now run the practice, providing bespoke financial planning to private clients.

My qualifications and designations include:

- Certified Financial Planner (CFP®)
- Bachelor of Commerce from the University of Sydney
- Diploma of Financial Services (Financial Planning)
- Advanced Diploma of Financial Services (Financial Planning)

I am also a member of the following professional associations:

- Financial Advice Association Australia (FAAA)
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The areas in which I can provide financial planning services

I am authorised by PFS to provide financial services including advice or services in the following areas:

- Superannuation
- Retirement Planning
- Gearing
- Cashflow and debt management
- Personal Risk Insurance
- Business Protection Insurance
- Direct Equities
- Margin Lending
- Specific aspects of Self Managed Superannuation Funds (suitability, comparison with other types of superannuation vehicles, general structure, investments and personal risk insurances)

If you require services that are outside the areas stated above, which I am not authorised to provide advice on, I can provide a referral to a professional who can assist.

If Clayton Financial Planners receives a specific fee for this referral, it is disclosed below. It will also be disclosed in an advice document such as a Statement of Advice (SoA) or Record of Advice (RoA) if I provide you with personal advice.

Remuneration or other benefits arising from my referral arrangements

All fees shown below are inclusive of GST.

Referrals to me

If you have been referred to me by Azura Financial (Mortgage Broker), I may make a payment to them for that referral. In those circumstances, the payment will typically be a maximum percentage of 20% of upfront insurance commissions I receive from an insurance policy I recommend to you.

For example: If I receive an upfront insurance commission of \$990 for an insurance policy that I recommend to you, I may pay a maximum 20% of this commission to Azura Financial who referred you to me; calculated as $\$990 \times 20\% = \198 .

Referrals to external parties

Where you require other professional services, I have referral arrangements in place with:

- Accountants
 - Tax professionals
 - Finance Brokers
 - Solicitors
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- Real Estate Agents
 - Other Financial Planners

I do not receive fees for referring you to any of the abovementioned referral partners. If I believe you should seek the professional services of these providers, I will request your consent prior to providing a formal referral.

How the fees you pay are shared between me, my employer and PFS

All of the fees you pay are received by PFS, who retains a portion to cover the costs associated with operating and providing a financial services business. PFS retains 10% of fees (or a minimum of \$40,000 + GST) per annum up to \$1 million, after which it retains 5% of fees. The remaining fees are passed to Clayton Financial Planners.

I receive a salary as a director of Clayton Financial Planners. I could also receive a performance bonus which may be based upon the amount of revenue I generate for Clayton Financial Planners in advice fees and commissions, as well as other performance measures including compliance.

Fees that you pay for the financial services I provide

All fees shown below are inclusive of GST.

Initial advice fees:

Fees are charged for my initial advice and the preparation of an SoA. Fees are based on the complexity of the advice provided and range from \$880 (minimum) to \$5,500 (maximum). I will confirm the exact amount, which we will agree on before commencing any work.

You will be sent an invoice and payment is required within 30 days from the invoice date. Please note that my initial advice fees still apply where you decide not to implement my advice.

Implementation fees:

If you proceed with the advice given and additional work is required for implementing that advice, I may charge to cover the costs associated with implementing the recommendations in your SoA. The fee could range from \$0 to \$550.

For share transactions, I may receive up to 0.66% of the brokerage cost incurred. For example, if the total share trade is \$100,000 and the brokerage cost is 1% ($\$100,000 \times 1\% = \$1,000$), I may receive 0.66% of that brokerage cost; calculated as $\$1,000 \times 0.66\% = \6.60 .

Execution-only service or ad hoc advice fees:

Fees for execution-only services and ad hoc advice may be charged at an hourly rate in the range of \$220 to \$330 per hour depending on the complexity of the work involved.

An estimate of the time required will be provided and agreed upon prior to commencing the work. You will be invoiced for these fees after the service is provided and payment is required within 30 days from the invoice date.

Ongoing service fees:

Once your financial plan is implemented, you may choose to participate in an ongoing review service.

Fees for ongoing services and reviews are all based on an annual fee, ranging from 0.55% to 1.33% of the funds under advice. For example, if you have \$100,000 invested, and my annual fee is 0.88% of your portfolio, the fee will be \$73.33 per month (\$880 pa). The agreed ongoing service will comprise of review meetings (with the frequency and number of reviews per annum agreed with you) and other ancillary services such as invitations to educational seminars and newsletters. Full details of the services offered in the ongoing service package will be provided at the time my advice is given.

Methods of payment for my fees include:

- Invoice directly to you
- Deducted from your investments (where this option is available and your authorisation to do so is obtained)

Full details of all fees and commissions for my financial services will be provided to you in an SoA or RoA and Product Disclosure Statements at the time of receiving any recommendation.

Other benefits and payments which may be (directly or indirectly) received because of the services provided to you

Insurance products

Where I arrange a life insurance product, the insurer pays us an upfront commission and an ongoing commission when the product is renewed each year. The rate of upfront commission payable ranges from 0% up to 66% of the base premium. The rate of ongoing commission payable ranges from 0% - 31%. For some products, the rate of commission payment may affect the amount of premium payable.

For example, if you purchase a life insurance policy with an annual premium of \$1,500 PFS may receive an initial payment of up to \$990, calculated as $\$1,500 \times 66\% = \990 ; and an ongoing commission of \$465 calculated as $\$1,500 \times 31\% = \465 .

You should also refer to Part 1 of the FSG “*The benefits or payments which may be (directly or indirectly) received by us because of the provision of financial planning services*” for details of payments and benefits which my licensee may receive in consequence of individual services provided by me to you.

Alternative benefits that I may receive

From time to time, I may receive alternative forms of non-monetary benefits from product providers or other parties which have a value of less than \$300. These may include hospitality or education and training in relation to my professional development. Details of any alternative benefits I receive are maintained on a register. A copy of the register is available upon request.
