



## Financial Services Guide Part 2 – Adviser Profile

Prepared on 25 September 2023

This Adviser Profile is Part 2 of the Financial Services Guide (FSG) and should be provided to you with FSG Part 1. These two documents (Part 1 and 2) complete the FSG.

This Adviser Profile sets out my contact details, professional details, the services and products I provide and how I am paid. Most importantly it's a snapshot of who I am and how you can contact me.

### PERSONAL PROFILE

**Name** > Lachlan Charles Hudson Baker

**Office Telephone** > 02 8080 7310

**Authorised Representative No** > 238573

**Mobile Telephone** > 0416 370 016

**Address** > 3 Spring St, Sydney NSW 2000

**Email** > lachlanb@francmarksterling.com.au

**Business Name** > Franc Mark Sterling Pty Limited

**Website** > [www.francmarksterling.com.au](http://www.francmarksterling.com.au)

### PROFESSIONAL PROFILE

Franc Mark Sterling Pty Ltd (Rep No. 238958) has been appointed as a corporate authorised representative of Affinia Financial Advisers Limited (Affinia) AFSL No. 237857. The contact details of Franc Mark Sterling Pty Ltd are listed above. I have also been appointed as an authorised representative of Affinia to provide financial services on its behalf and am authorised by Affinia to distribute this FSG.

#### Qualifications & Designations >

- Diploma of Financial Services (Financial Planning)
- Graduate Diploma of Financial Planning

#### Specialist Training Courses >

- Margin Lending: I have completed Margin Lending & Geared Investment training with Kaplan.
- SMSF: I have completed SMSF training with Kaplan.

#### Professional Memberships >

- Financial Planning Association
- Finance Brokers Association of Australia
- Institute of Public Accountants

#### My Services >

I am authorised to provide the following products and services:

- Financial Advisory / Planning
- Superannuation Advice
- Life Insurance Advice
- Retirement Planning Advice
- Investment Advice

#### AFFINIA FINANCIAL ADVISERS LIMITED

ABN 13 085 335 397 AFSL No. 237857. Level 8, 1 Chifley Square Sydney NSW 2000. T > 1300 233 464 E > hello@affinia.com.au

#### FRANC MARK STERLING PTY LIMITED

Corporate Authorised Rep No. 238 958. ABN 38 103 129 924. 3 Spring Street Sydney NSW 2000. GPO Box 4216 Sydney NSW 2001. Tel > 02 8080 7310

I am authorised to provide financial product advice and deal in the following product types:

- Basic & non-basic deposit products
- Debentures, stocks or bonds
- Life Insurance Investment & Risk
- Managed Investments
- Retirement Savings Accounts
- Superannuation including SMSFs
- Investor Directed Portfolio Services (IDPS)
- Securities
- Standard Margin Lending facility

### **How to provide me your instructions >**

You may specify how you would like to give me instructions on buying or selling the financial products listed under "My services" by telephone or email. Please refer to my contact details above.

### **Fees and commissions paid to AFFINIA >**

#### *Fees*

Fees may be charged for the services I provide however, we are predominantly a Fee for Service organisation. There are set fees for each service that I provide to you, and these fees will be agreed upon and confirmed to you prior to any service being provided. Current fees and charges (GST inclusive) are:

- **Advice Preparation Fee:** Fees for the preparation of your advice may range from \$770 to \$15,400.
- **Advice Implementation Fee:** Fees for the implementation of your advice may be a set fee between \$2,310 and \$30,800. Alternatively, we may be remunerated on a commission basis or a combination of both.

The exact amounts of fees and charges and initial and ongoing commissions (see below) for the products you have purchased as a result of my recommendation to you will be detailed in your Statement of Advice.

- **Annual Service Fees:** Service fees may be charged as an annual fixed fee between \$12,320 and \$42,350 and are based upon time (at \$770/hr), complexity and the number of structures/entities involved payable as one lump sum or instalments.

Fees related to annual service arrangements will be outlined and agreed to in your Client Service Agreements.

#### *Initial Commissions / fees paid to AFFINIA.*

Affinia may receive initial commission from the product providers if you decide to purchase a product I recommend. The amount of initial commission is calculated as a percentage of the premium paid by you. The commission is paid by the Insurer when you purchase the insurance.

Initial commissions (where permitted by law) are calculated as follows:

- **Life Insurance risk products:** between 0% - 66% (GST inclusive) of the premium that you pay.

#### *Ongoing commissions / fees paid to AFFINIA*

Ongoing commissions may be paid regularly by the product provider for the length of time that you hold the product. They are usually paid to Affinia by the product provider out of the revenue the product provider earns.

Ongoing commissions (where permitted by law) are calculated as follows:

- **Life Insurance risk products:** between 0% and 22% (GST inclusive) of the renewal premium. For level commission arrangements this will be up to 30% (GST inclusive) of the renewal premium.

For example, if an insurance product is recommended and you pay a premium of \$500, then the total "upfront" commission paid by the product issuer to Affinia will be between \$0 and \$330. Thereafter, the "ongoing" commission paid to Affinia will be between \$0 and \$110 (assuming upfront commission arrangements and there is no change to the premium you pay in subsequent years).

The exact amounts of fees and charges and initial and ongoing commissions for the products you have purchased as a result of my recommendation to you will be detailed in your Statement of Advice.

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### **How my associates and I are remunerated >**

When Affinia receives either a fee, initial or ongoing commission as a result of a recommendation I have made to you, Franc Mark Sterling Pty Ltd is paid 100% of the commission and fees paid to Affinia.

I am a director of Franc Mark Sterling Pty Ltd. Franc Mark Sterling Pty Ltd pays me a salary and dividends from the income it receives.

### **Other benefits I may receive >**

As an authorised representative of Affinia I may receive other benefits, including information technology software and support, professional development programs and conferences. I may also be entitled to other incentives including entertainment benefits, valued at under \$300. Where required by law, such benefits will be recorded in an *Alternative Remuneration Register* which is available to you on request.

### **Referrals & Associations >**

Lachlan Baker, or an associated entity of his, holds an equity interest in Cambridge & Kent Pty Ltd, an accountancy practice. As such, referrals to this practice for tax and accountancy services may result in him receiving additional payments depending on the profitability of Cambridge & Kent.

Lachlan Baker is a Credit Representative (Credit Representative no: 404252) of BLSSA Pty Ltd (Australian Credit Licence no: 391237), & Franc Mark Sterling Pty Ltd is a Corporate Credit Representative (Corporate Credit Representative no: 404122) of BLSSA Pty Ltd (Australian Credit Licence no: 391237). Referrals for mortgage broking services may result in him receiving additional payments via that Australian Credit Licensee. There are no payments made between Affinia, Lachlan or his associates and BLSSA Pty Ltd as a result of any referral made.

Lachlan Baker holds an individual Real Estate Agent & Auctioneer licence (no: 20118019), & Franc Mark Sterling Pty Limited holds a corporate Real Estate Agent Licence (no: 10043560). Referrals for Real Estate &/or property services may result in Lachlan / Franc Mark Sterling receiving additional payments for these services via these licences.

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