

# FINANCIAL SERVICES GUIDE

## **COX FINANCIAL Pty Ltd**

Corporate Authorised Representative of Advice Evolution

ASIC ID: 381917

ABN: 90 144 950 032

1/6 APLIN STREET

TOWNSVILLE CITY 4810

PHONE: 07 4724 5458

## **Andrew Cox** is an

Authorised Representative of Advice Evolution

ASIC ID: 332477

## **Reegan Wass** is an

Authorised Representative of Advice Evolution

ASIC ID: 1272918

WE ARE REQUIRED BY LAW TO GIVE YOU A FINANCIAL SERVICES GUIDE (FSG), THAT HELPS EDUCATE, PROTECT AND ASSIST YOU TO MAKE AN INFORMED DECISION ABOUT THE FINANCIAL SERVICES WE OFFER.



# Business profile

**Version:** FSG Version 3.1

**Issue date** July 2021

Before we provide you with financial advice, you should read this Financial Services Guide (FSG) It contains the following important information to help you decide whether to use our services:

**Important**

- Who we are;
- Initial and ongoing advice we provide;
- How we are paid;
- Who to contact if you have a complaint.

This profile is part of the Financial Services Guide and is only complete when the adviser profile is attached.

Cox Financial is authorised to provide financial services on behalf of Advice Evolution Pty Ltd.

We are a leading financial services provider. Our business was established by Andrew Cox in 2010.

Cox Financial offers comprehensive financial planning advice to assist clients develop a structured financial plan that helps them achieve their lifetime goals, “frequently our clients’ lifetime goal is financial freedom and financial security”.

**Lack of Independence Disclosure**

Advice Evolution is owned by advisers and has an open approved products list, however, as we continue to be paid commissions for life insurance products and receive fees based on the asset value of some investments, we must disclose this lack of independence.

**About our practice**

Cox Financial has developed a reputation for explaining financial concepts simply and clearly. We will provide you with strategies that allow you to take control of your own financial future and build relationships with you and your family to secure each generation’s financial well-being.

**Contact Details**

Cox Financial  
1/6 Aplin Street, Townsville City 4810  
PO Box 1226, Townsville City 4810  
(07) 4724 5458  
admin@coxfinancial.com.au

**About our team**

We have a dedicated team of advisers, paraplanners and support staff to help deliver quality financial planning services to you.

Attached to this document is a profile for each adviser in our practice. The adviser profile provides information about your adviser - their contact details, qualifications, experience and any memberships they may hold. It also outlines the strategies and products your adviser can provide advice on and fees charged.

We aim to provide personalised and responsible advice suited to your objectives and believe that sound advice and planning is the key to improving your financial position.

We undertake continuous professional development and attend training programs, so we are up to date with legislative changes to superannuation, investment, social security (including aged care) and tax environments.

**Why you should choose Cox Financial**

We have access to technical, risk and investment research professionals who provide us with additional analysis on strategies and products that become available as a result of these changes.

Our financial advisers will help you determine your goals and weigh up different investment strategies to achieve them.

Most importantly, we turn your thoughts into action. There are no secret formulas for achieving financial security. We work with you to get the basics right and ensure you have a plan to achieve your goals over time.

**Advice we can provide**

Advice Evolution Pty Ltd maintains a broad approved list, containing investment and insurance products that have been researched by a number of external research houses as well as our in-house research team.

A copy of the approved product list can be given to you if requested. Please refer to your adviser's profile for a list of strategies and products they can recommend.

### **Financial services and product types your Adviser can provide**

I am authorised to provide personal financial advice, general financial advice, and transact on your behalf (dealing) in relation to the following types of financial products:

- Securities\*
- Managed investment schemes
- Investment and funeral bonds
- Deposit products
- Government debentures, stocks and bonds
- Personal and business risk insurance
- Superannuation
- Margin loans
- Retirement Savings Accounts

\* I am only permitted to deal in relation to a securities product and am not authorised to provide personal financial advice in relation to a securities product.

### **Limits on the advice that can be provided**

It is important to note that I cannot provide advice on the following:

- General insurance
- Direct share investment
- Derivatives
- Foreign exchange

In addition, if I identify that you require specialist advice on a particular product or service, such as estate planning, I may refer you to a specialist who can help.

I am registered with the Tax Practitioners Board as a Registered Tax (Financial) Adviser. Based on the information collected from you, my advice considers the tax consequences that relate directly to the financial advice being provided. However, I am not a Registered Tax Agent and consequently this advice does not include an assessment of your overall tax position. As such, I strongly recommend you review this advice with a Registered Tax Agent.

### **Securities**

If I identify that you require securities advice, I may refer you to CommSec Advisory for personal advice on direct share investments or existing portfolios. Advice Evolution and I may receive a fee as a result of this referral. Any referral fee that is received will be disclosed in your SoA.

Alternatively, I may seek portfolio research advice from CommSec Adviser Services and incorporate this research into the advice that they provide to you. The cost of this advice will be incorporated into the total advice fee and detailed in your SoA.

If you do not require advice from us, but you would like us to help you complete a particular transaction, we can also arrange for you to apply to the kinds of products referred to in your adviser's profile. In these cases, we can take your instructions and arrange for the transaction to be completed without providing you with personal advice.

It is important to understand that in these circumstances we will generally ask you to confirm your instructions in writing and to sign a letter that acknowledges you have declined our offer of advice as well as understand the risks of a transaction service. You will be provided with a copy of the letter for your own records.

You can also contact us directly with any instructions relating to your existing financial products. We will accept instructions from our existing clients via telephone, mail or email.

Our initial advice will be provided to you in a financial plan, known as a Statement of Advice (SOA). The financial plan contains a summary of your goals and the strategies and financial products we will recommend to achieve your goals. It also provides you with detailed information about the fees, costs and other benefits we will receive as a result of the advice we have provided.

We will keep a record of any further advice we provide you for seven years. You may request a copy by contacting our office.

**Transaction  
services**

**Documents you  
may receive**

You will also receive a Product Disclosure Statement (PDS) if we have recommended you invest in or purchase a financial product. The PDS contains key features of the recommended product, significant benefits, risks and the fees you pay the product provider to professionally manage your investment or insurance.

You should read any warnings contained in your financial plan, the PDS or IDPS guides carefully before making any decision relating to a financial strategy or product.

You can contact your adviser directly with any instructions relating to your financial products.

Everyone has different circumstances, needs and goals. We treat every client as an individual, but follow a defined financial planning process, to make sure you know what to expect from us.



### **Identifying where you want to be**

We help you identify your financial and lifestyle goals and explain the services we offer to help you achieve them. The type of advice you need could depend on your life stage, the amount of money you want to invest and the complexity of your affairs.

We will help you to identify the range of issues that need to be addressed to meet your goals. You can then decide whether you want our advice to meet a single need or a broad range of issues.

### **Considering opportunities and risks**

Good personal advice starts with having an understanding of your current situation. We take a close look at your current financial situation – assets, debts, income, expenses and insurance, and explore the options you could use to reach your goals.

### **Bridging the gap**

Based on the research we have conducted; we will recommend a strategy to bridge the gap between where you are now and where you want to be.

### **Bringing your plan to life**

We work closely with you to implement your financial plan. We help you to complete any necessary paperwork and are available to attend meetings with your accountant, solicitor and general insurer so that your strategy is implemented efficiently.

### **Staying on track with regular ongoing advice**

Time goes on and circumstances and needs change. The final step in our advice process ensures your financial plan remains on track, by providing you with regular ongoing advice.

We design an ongoing service program to ensure your plan remains up to date as your life changes and so you can obtain the benefits of ongoing reliable advice.

Sometimes, life takes us in unplanned directions. When you need a little extra help on top of our initial or ongoing advice, just ask us to provide you with some additional advice. We are there to help you – whatever the occasion.

### **Fees and other costs that may apply to you:**

A range of fees and other costs may be payable to Advice Evolution for the advice you receive, and the financial products used.

Outlined below are the types of payments that you may be charged. Before I provide you with any financial advice, I will discuss these options with you and help you select the best payment method for you.

Where we are aware that you have used borrowed funds (i.e. funds that are either secured or unsecured) to invest through us, we will charge you a flat dollar advice fee.

In all cases, details of payments required for the services provided will be given to you at the time of any personal financial advice or when executing a transaction on your behalf. You will be provided with a tax invoice for any services provided and payment is generally made to Advice Evolution in accordance with the terms of the invoice and is payable by cheque or money order.

These amounts, where they can be determined, will be documented in your SoA. If at the time you receive your SoA the amounts cannot be determined, the manner in which they are calculated will be disclosed instead.

### **Fee for Service:**

Under this method of payment, there are set fees payable for each service provided to you. Those services and fees include:

**Our financial  
planning  
process**

**Advice fees**

You may be charged a minimum fee of \$550.00 including GST for your initial consultation with your Adviser. A fee of between \$550 and \$11,000 (including GST) applies for the preparation of a Statement of Advice and the implementation of that advice. Fees are determined based on:

Time; Level of expertise needed; and Complexity.

Our fees are transparent and agreed upfront by you. There is an Ongoing Service and Advice fee:

The larger of \$1,320 pa or 1.0% pa (including GST) on your total funds under advice.

These fees are charged as a percentage of your investments and deducted from your funds periodically.

Alternatively, if the option for ongoing service is not chosen and additional advice is required it will be provided for up to \$440 per hour for advice and implementation in addition to a Statement of Advice Fee.

We will provide an estimate of costs before proceeding.

#### **Hourly Rate Direct Charges:**

I may charge an hourly rate for financial services. The current rate is \$330 per hour or part thereof. Part or all of the initial commissions received from a product provider may be rebated to you if this charging option is used.

Before going ahead, I will provide you an estimate of the time that I may need

#### **Revenue:**

Adviser Evolution may receive payments from certain product providers whose products I recommend. These payments are based on the level of investments by Advice Evolution clients in those products or level of insurance premiums applicable.

#### **Adviser Service Fee**

The Adviser Service Fee is a fee that you and I agree on for the ongoing advice and service that I am to provide, and is payable to Advice Evolution. Advice Evolution may pass all or part of that fee on to me. Some products offer the option to deduct the Adviser Service Fee from your funds on a periodic basis.

#### **Direct Share Investments**

I may charge you a fee over and above the brokerage fee charged by CommSec Adviser Services for trading shares. A management fee based on the value of your direct share investment may also be charged. These fees are optional and have no minimum or maximum.

#### **Commissions**

Advice Evolution may receive initial or ongoing commission payments when you invest in a product or commence an insurance policy through me. Under this arrangement, Advice Evolution may receive commission payments directly from product providers.

An initial commission is a one-off payment made upon entry to a financial product and an ongoing commission is paid each year for which a financial product is maintained.

Commission payments are based on a percentage of the funds you invest or the insurance premiums you pay. They are not paid directly by you and are instead deducted from the investment, superannuation, loan or insurance premium by the product provider and paid to Advice Evolution.

#### **Life insurance products**

Additional cover added to an existing product which was issued before 1 January 2018

The initial commission that Advice Evolution may receive on insurance products can be up to 135% of the first year's premium. The ongoing commission that Advice Evolution can receive may be up to 38.50% per annum of the renewal premium.

#### **New products issued on or after 1 January 2018**

The initial commission that Advice Evolution may receive on insurance products applied for and issued on or after 1 January 2018 will be no more than 80% of the premium in the year of issue. The ongoing commission that Advice Evolution can receive will not exceed 20% per annum of the premium (33% per annum of the premium for level commission structures).

Any commission payments that Advice Evolution or I receive are not an additional cost to you.

#### **Margin Lending**

Advice Evolution may receive commission payments on margin loans which are based on a percentage of the loan amount. This commission is paid on an annual basis and Advice Evolution may pass this on to me. Advice Evolution will only receive initial or ongoing commission payments on margin loans, or additional drawdowns to these products, where they are entitled to receive these payments through existing arrangements with product providers

**Revenue,  
Adviser Service  
Fees and  
Commission**

## Fees and Commissions

Once Advice Evolution receives payment for a service, it will pay me up to 100% of the fees and revenue that they receive.

### What Advice Evolution pays us as your Adviser

The amount payable to me will be disclosed in your SoA. If the amount is not calculated at the time your SoA is provided, the way the amount is calculated will instead be disclosed.

## Referral payments

If you were referred by another party, or if Advice Evolution or I have referred you to someone else, Advice Evolution or I may pay that referral party a fee or commission. Advice Evolution or I may receive a referral fee in the event that we refer you to someone. Your SoA will disclose these referral payments and the amounts paid.

Advice Evolution, its advisers, or any related bodies do not have any relationships or associations with any product issuer that could be expected to influence the provision of financial services.

## Other benefits that I may receive

From time to time, I may be entitled to receive the benefits outlined below. These other benefits are not an additional cost to you:

- Educational conferences and seminars: these are arranged by Advice Evolution and attendance may be fully or partially subsidised by Advice Evolution.
- Non-monetary benefits: these may include business lunches, tickets to sporting and cultural events, promotional merchandise or other minor benefits from Advice Evolution or product providers.

### Other benefits Cox Financial may receive

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 Advice Evolution or I may receive will only be accepted to a value of less than \$300 per provider per year. If other benefits over this limit are received, they will be declined or if delivery has already been made, they will be disposed of. In the instance that a benefit has been received and needs to be disposed of, that benefit will be passed on to charity or disposed of by other means.

Advice Evolution maintains a public register of all other benefits they receive. Advice Evolution also 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 my interests or those of Advice Evolution. If you would like to see a copy of these registers, you can contact Advice Evolution.

Advice Evolution Pty Ltd ABN 66 137 858 023

Australian Financial Services Licence 342880

Suite 302, 20 Bungan Street, MONA VALE NSW 2103

[www.adviceevolution.com.au](http://www.adviceevolution.com.au)

### About Advice Evolution Pty Ltd

Advice Evolution Pty Ltd is a Professional Partner of the Financial Planning Association (FPA) and we are fully committed to the FPA's Code of Ethics and Rules of Professional Conduct. Advice Evolution Pty Ltd is also a Corporate Member of the Association of Financial Advisers (AFA)

Advice Evolution Pty Ltd has approved the distribution of this FSG.

Your privacy is important to us. To learn more about our collection and handling of your personal information and for details on how to access our Privacy Policy, please refer below.

### Privacy and Disclosure

Another financial adviser may be appointed to you if your financial adviser leaves Advice Evolution or if your financial adviser is unable to attend to your needs due to an extended absence from the business. In these circumstances, Advice Evolution will write to you advising of the change. Your personal information will be passed on to the new financial adviser.

If you choose to appoint a new financial adviser, your new adviser will be provided access to your policy information. They will be responsible for providing you with ongoing advice relating to those policies and all future advice fees deducted from the policy/(ies) will be paid to your new adviser.

As part of the financial planning process, we need to collect information about you. Where possible we will obtain that information directly from you, but if authorised by you we may also obtain it from other sources such as your employer or accountant. If that information is incomplete or inaccurate, this could affect our ability to fully or properly analyse your needs, objectives and financial situation, so our recommendations may not be completely appropriate or suitable for you.

We are also required under the *Anti-Money-Laundering and Counter-Terrorism Financing Act (AML/CTF) 2006* to implement client identification processes. We will need you to present identification documents such as passports and driver's licences in order to meet our obligations.

We keep your personal information confidential, and only use it in accordance with our Privacy Policy. Some of the ways we may use this information are set out below:

- Your financial adviser and Advice Evolution may have access to this information when providing financial advice or services to you;
- Your financial adviser may, in the future, disclose information to other financial advisers, brokers and those who are authorised by Advice Evolution to review customers' needs and circumstances from time to time.
- Your information is only disclosed to other parties as are necessary for us to provide our services to you. Other parties may include fund managers, life companies, other Licensees and related parties who provide services to us. In certain situations, some of the parties that we share information with may be located in, or have operations in, other countries. This means that your information might end up stored or accessed in overseas countries, including countries within the European Union, New Zealand, and The Philippines.

When we send your personal information to overseas recipients, we make sure appropriate data handling and security arrangements are in place. In all such cases, we commit to making reasonable enquiries to ensure that these organisations comply with their local privacy legislation where such legislation is comparable to the Australian legislation and to comply with the key components of Australian Privacy legislation in cases where their local legislation is considered inadequate or non-existent. In addition, we will disclose your information where we are required to by law.

- Your information may be used to provide ongoing information about opportunities that may be useful or relevant to your financial needs through direct marketing (subject to your ability to opt-out as set out in the Advice Evolution Privacy Policy);
- Your information may be disclosed as required or authorised by law and to anyone authorised by you.

Your financial adviser and Advice Evolution will continue to take reasonable steps to protect your information from misuse, loss, and unauthorised access, modification or improper disclosure. You can request access to the information your adviser or Licensee holds about you at any time to correct or update it as set out in the Advice Evolution Privacy Policy. The Advice Evolution Privacy Policy also contains information about how to make a complaint about a breach of the *Australian Privacy Principles*. For a copy of Advice Evolution's Privacy Policy visit [www.adviceevolution.com.au](http://www.adviceevolution.com.au) or you can contact us.

### Professional indemnity insurance

Professional indemnity insurance is maintained by Advice Evolution Pty Ltd and your adviser to cover advice, actions and recommendations which have been authorised by Advice Evolution Pty Ltd and provided by your adviser. The insurance satisfies the requirements imposed by the Corporations Act 2001 and financial services regulations.

If you have any complaints about the services provided to you, you should take the following steps:

Contact your financial adviser and tell them about your complaint.

If your complaint is not satisfactorily resolved within three days, please contact Advice Evolution Pty Ltd on (02) 9997 6787 or put your complaint in writing and send it to:

### What should you do if you have a complaint?

Advice Evolution Pty Ltd  
Attention: Complaints Case Manager  
Advice and Licensing  
Suite 302, 20 Bungan Street,  
MONA VALE NSW 2103

Advice Evolution Pty Ltd will try to resolve your complaint quickly and fairly.

If your complaint has not been resolved satisfactorily, you may lodge a complaint with the Australian Financial Complaints Authority (AFCA):

Website: [www.afca.org.au](http://www.afca.org.au)  
Email: [info@afca.org.au](mailto:info@afca.org.au)  
Phone: 1800 931 678 (free call)  
In writing to: Australian Financial Complaints Authority  
GPO Box 3, Melbourne VIC 3001

Time limits may apply to complain to AFCA and so you should act promptly or otherwise consult the AFCA website to find out if or when the time limit relevant to your circumstances expires.

Before you proceed with the preparation of Your Financial Plan, the Statement of our Advice, please take a moment to read the following information:

**Protecting your Privacy:**

- The information you provide me will be kept on file at our business. You are entitled to request reasonable access to any information we hold on file about you.
- Your information is only disclosed to other parties as are necessary for us to provide our services to you. This may include fund managers, life companies, other Licensees and related entities. In addition, we will disclose your information where we are required to by law.
- We will not pass your information to other parties for any purposes other than those for which you have been informed.
- Our communication methods include phone calls, email (may be unsecured), fax and regular mail.

**Duty of care**

- The information you provided to us has been recorded in a Financial Needs Analysis document and will be used to prepare Your Financial Plan. Any discussions held during your fact finding meeting do not constitute personal advice and should not be implemented before you receive the financial plan we will prepare for you.
- It is important you provide me with detailed and accurate information so I can provide you with appropriate recommendations. Advice Evolution Pty Ltd will not accept liability for recommendations based on inaccurate or incomplete information you supply.
- The following sections of this fact find have been completed:
  - 'your investment goals'
  - 'determining your investment strategy'
  - 'your insurance goals'

**Your  
Acknowledg-  
ement**

# Adviser Profile

## Andrew Cox

I am an Authorised Representative of Advice Evolution and can be contacted using the following details:

Name: Cox Financial Pty Ltd

ABN/ACN: 90 144 950 032

ASIC adviser identification number: 000381917 Address: PO Box 1226, Townsville City QLD 4810

Telephone: 07 4724 5458

E-mail: [andrew@coxfinancial.com.au](mailto:andrew@coxfinancial.com.au)

Cox Financial Pty Ltd commenced providing financial planning services to individuals and businesses in 2010.

I am authorised by Advice Evolution to provide personal financial advice through Cox Financial Pty Ltd:

Andrew Cox BAppSC, MBA, GDAF CFP®

ASIC Adviser identification number: 332477

Andrew joined the financial services industry in 2007. He completed a Graduate Diploma of Applied Finance (Majoring in Financial Planning) from Kaplan in 2009. Andrew went on to further his studies by undertaking the highly regarded Graduate Diploma Certified Financial Planner program. This program saw Andrew being awarded the highest designation, CERTIFIED FINANCIAL PLANNER (CFP®)

from the Financial Planning Association of Australia. Andrew also has a Bachelor of Applied Science from the University of Queensland and an MBA from James Cook University.

Andrew is a member of Golden Key International Honour Society. Andrew has built up a considerable client base offering services in Superannuation and Retirement Planning, Cash Flow Management, Wealth Creation and Risk Management.

Your Advisers  
and how you  
can contact  
them

## Reegan Wass

I am an Authorised Representative of Advice Evolution and can be contacted using the following details:

Name: Cox Financial Pty Ltd

ABN/ACN: 90 144 950 032

ASIC adviser identification number: 000381917 Address: PO Box 1226, Townsville City QLD 4810

Telephone: 07 4724 5458

E-mail: [Reegan@coxfinancial.com.au](mailto:Reegan@coxfinancial.com.au)

I am authorised by Advice Evolution to provide personal financial advice through Cox Financial Pty Ltd:

Reegan Wass GCFP

ASIC Adviser identification number: 001272918

Having over 20 years' experience in the banking and finance industry, Reegan branched out into the financial planning sector in 2012. Reegan successfully completed her Diploma of Financial Planning from Kaplan in 2013 and went on to build on this foundation by completing a Graduate Diploma of Financial Planning from Kaplan in 2018.

Reegan is currently undertaking her Masters in Financial Planning with Central Queensland University and is a member of the Golden Key International Honour Society.

Reegan enjoys all advice areas and has extensive experience in developing strategies for clients in the areas of Superannuation, Retirement Planning, Cash Flow Management and Risk Management. Reegan is particularly passionate about the importance of seeking quality financial advice early on in life and embedding good financial behaviours.