BlueRock

Financial Services Guide

Part One

AUSTRALIAN FINANCIAL SERVICES LICENSEE

BR Advice Pty Ltd
ABN 30 612 056 523, AFSL No. 488655

AUSTRALIAN FINANCIAL SERVICES REPRESENTATIVES

BlueRock Private Wealth Pty Ltd
ABN 95 166 927 055, AFS Representative No. 452733

VERSION 1 JULY 2023 4.0

About This Document

This Financial Services Guide (FSG) is a legal document and made up of two parts, Part One and Part Two, and these should be read together.

Blue Rock Private Wealth Pty Ltd acts on behalf of BR Advice Pty Ltd which is responsible for the services that they provide. This FSG is authorised for distribution by BR Advice Pty Ltd.

BR Advice Pty Ltd ("BR Advice") was established by BlueRock on 1 May 2016 and holds an Australian Financial Services Licence ("AFSL") (AFSL No. 488655), which has been issued by the Australian Securities and Investments Commission (ASIC). BR Advice is required to comply with the obligations of the Corporations Act and the conditions of its licence. This includes the need to have adequate compensation arrangements in place with a Professional Indemnity insurer for the financial services that it and its current and past representatives provide.

References within this document to "we", "our" or "us" are references to Blue Rock Private Wealth Pty Ltd or any authorised representatives of BR Advice Pty Ltd, as the context requires.

BlueRock

This FSG Part One will help you decide whether to use the services we offer. It contains information about:

- The services we offer and their cost,
- Any conflicts of interest that may impact our services,
- How we and your adviser are remunerated, and
- How we deal with complaints if you are not satisfied with our services.

We are authorised to provide personal advice and dealing services in the following areas:

- Strategic financial advice
- Superannuation including Self Managed Superannuation Funds (SMSF)
- Retirement planning
- Portfolio management and managed investments
- Securities (direct shares)
- Margin lending facilities
- Personal life and disability insurances
- Business and key person life insurances
- Estate planning

Lack of Independence means we may receive fees or commissions from products or product providers, which is outlined in more detail further in this document. Where we provide advice in relation to managed discretionary account products (MDA product), we are authorised by the issuer of that MDA product to provide advice to you. For these reasons, we are not legally able to refer to ourselves as "independent", "impartial" or "unbiased".

Our Advisory Process

Discovery Phase

Our discovery phase encompasses initial meetings of our unique client process and is centred around discussing the past, your present state, and ideal future. We do this by exploring your current circumstances with you in detail, defining and documenting your goals, estimating your family expenditure profile and identifying the areas of your current financial strategy which present opportunities and risks.

Fees for this stage can range from $2,200 - $5,500 inc GST pending scope and complexity. Our aim is to add value during this phase irrespective of whether you engage further.

Advice Phase

Before we proceed, we will provide you with a Terms of Engagement Letter which will detail our proposed scope of service and advice, along with a proposed fixed fee for our services.

Our advisory phase generally involves a number of meetings and considers all aspects of your financial position. Some elements of work may require additional engagement.

Fees for this stage typically range from $5,500 - $16,500 inc GST depending on scope and complexity. Where third party specialists are required to provide input the professional fees of these specialists will be in addition to those of BlueRock Private Wealth. We will notify you in writing in advance before the third party is engaged.

Ongoing Phase

Once our initial advice is implemented we will typically provide you with ongoing advice and services to help you stay on track and to monitor your progress. We do this by way of a 'Wealth Management Program'. The program includes a schedule of activities based on the complexity, and appropriate contact points to keep you disciplined, maximise opportunities, address new needs and challenges, and assess your progress towards your goals.

Our Ongoing Fees are based on the complexity of the work involved on a year to year basis, generally ranged between $5,500 - $16,500 inc of GST per annum. We will provide you with a Terms of Engagement Letter which will detail our proposed scope of service and associated fees.

In some circumstances, we may provide services to you as a 'wholesale' or sophisticated client. We will seek your consent before providing services to you as a wholesale client as the advisory process and solutions we can provide will differ.

BlueRock

Legal Documents you may receive from us

Statement of Advice or Record of Advice

When we first provide personal advice to you it will be explained thoroughly and documented in a Statement of Advice which you can take away and read. The Statement of Advice will explain the basis for our advice, the main risks associated with the advice, the cost to you of implementing the advice, the benefits we receive and any conflicts of interest which may influence the advice.

We may provide further advice to you to keep your plan up to date for changes in your circumstances, changes in the law and changes in the economy and products. If we provide further advice it will typically be documented in a Record of Advice which we retain on file. You can request a copy of this document at any time up to 7 years after the advice is provided.

Product Disclosure Statement

When we provide you with advice on financial products, such as administration platforms, managed funds and personal risk insurance products we will provide you with a Product Disclosure Statement. This contains information to help you understand the product being recommended, the product fees and the product issuer.

Terms of Engagement and Fee Disclosures

A Terms of Engagement will be issued in order to confirm any ongoing services and fee arrangements, which is renewed on an annual basis.

A Fee Disclosure Statement will be issued to you in instances where you enter into an ongoing fee arrangement with us and will contain information about the services you were entitled to, the services you have received and the fees you paid during the previous year. The FDS also includes information about the fees to be charged and services to be provided for the coming year and seeks your consent to renew our ongoing services.

The specific stages of our initial and ongoing full advice process are outlined on the following page. In circumstances where we are engaged to provide specific advice, we will propose a varied engagement process focused on achieving that specific objective.

All advice fees and commissions are required to be paid to BR Advice as the licensee. Your adviser will discuss and agree with you the services and any associated fees.

Associated Businesses

The BlueRock Private Wealth divisions are a partially owned subsidiary of Blue Rock 3030 Ltd.

Blue Rock 3030 Ltd also has an indirect ownership in BlueRock Australia Pty Ltd, BlueRock Accounting (Melb) Pty Ltd, Blue Rock Private Wealth (Melb) Pty Ltd, BlueRock One Pty Ltd, BlueRock Finance (Melb) Pty Ltd, BlueRock Law Pty Ltd, BlueRock Law (Melb) Pty Ltd, BlueRock Investments (Melb) Pty Ltd, BlueRock Books Pty Ltd and BlueRock General Insurance Pty Ltd.

From time to time BlueRock Private Wealth may recommend you use the accountancy, taxation, finance, general insurance, bookkeeping or estate planning related services of persons who are also owned indirectly by the BlueRock Private Wealth parent company, Everything is Awesome Ltd.

You are free to engage your own preferred professionals. The Directors do not receive any direct remuneration or benefit as a result of these referrals but do have a financial interest in Everything is Awesome Ltd.

Your adviser and staff may purchase and own shares in Everything Is Awesome Ltd and/or its subsidiaries, and the indirect benefit received from dividends made up of referral venue made across the Group is not considered significant and is unlikely to be expected to influence your adviser's advice.

Commissions

Whilst we are predominantly remunerated on a fee for service basis there are some financial products from which we may receive commissions and other benefits that vary depending on the product or service which is recommended. You will be advised of the exact amount and we will always fully discuss how these remunerations structures work as part of our engagement with you.

Commissions

Life insurance product providers pay us upfront and ongoing commissions if you proceed with a life insurance product we recommend.

The upfront commission payable for advising on and implementing life insurance financial products for you can range between 30% and 66% of your annual premium, while ongoing commission is set at 22% of the annual premium. For example, on an insurance premium of $1,000 that pays 66% upfront commission and 22% ongoing commission, the upfront commission is $660 and the ongoing commission is $220 per annum.

We may also receive upfront commissions for additional cover to your existing insurance product up to 130% of your annual premiums with ongoing commissions up to 33% of the annual premium.

Conflicts of Interest

Adviser Remuneration

Your adviser is an employee and is paid a salary.

Your adviser may also receive additional benefits which is based on a number of key performance indicators within the business, and these benefits may be in the form of further financial remuneration. Your adviser may also be a shareholder in Everything Is Awesome Ltd and/or its subsidiaries.

Your adviser may receive additional non-financial benefits by way of sponsorship of education seminars, conferences or training days. Details of any benefits received above $100 will be maintained on a register which is available to you on request.

Investments

Your adviser may recommend investments in shares that they hold or may hold in the future. You will be advised where a conflict of interest may exist and how the conflict will be managed.

Ophir Asset Management is a minor shareholder of Blue Rock 3030 Ltd, the parent company of Blue Rock Private Wealth Pty Ltd. From time to time, your adviser may recommend you invest in funds managed by Ophir if your adviser considers it appropriate for your circumstances.

Associations & Partnerships

AIA Health

If we refer you to AIA Health Insurance, we may be paid a referral fee equal to 20% of the first year's premium of any health insurance policy that may be purchased. This is not an additional cost to you and will only be received in the event of you transacting with AIA Health. Your adviser is not authorised to recommend Health Insurance and you will need to make your own decisions regarding the appropriateness of this product.

NobleOak

If we refer you to NobleOak, we may be paid a referral fee equal to 17.5% of the ongoing premium of any life insurance policy that may be purchased. This is not an additional cost to you and will only be received in the event of you transacting with NobleOak. Your adviser is not authorised to recommend NobleOak products and you will need to make your own decisions regarding the appropriateness of this product.

Property Advocacy

If we refer you to a property advocate, we may be paid a fixed fee equal to $2,000 or up to 20% from the property advocate's fees which will cover the cost of our involvement in order to facilitate a smooth transaction on your behalf. Like all matters relevant to our client's financial strategy, our involvement will help ensure the outcome aligns to your objectives and we will act as a sounding board for you throughout the process. This is not an additional cost to you and will only be received in the event of you transacting with the property advocate.

Your adviser does not provide real estate and property advice, and you will need to make your own decisions regarding the appropriateness of the property.

Victorian Automotive Chamber of Commerce

If you are referred to us by representatives of the Victorian Automotive Chamber of Commerce (VACC) we may pay a referral fee to VACC equal to 30% of the first year's premium of any insurance policy that is purchased. This is not an additional cost to you and will only be paid in the event of you establishing an insurance policy.

Tony Insurance

If we refer you to Tony Insurance, we may be paid a referral fee equal to 25% of the upfront and ongoing premium of any life insurance policy that may be purchased. This is not an additional cost to you and will only be received in the event of you transacting with Tony Insurance.

Proactive Finance and Investments Trust

If you are referred to us by Proactive Finance and Investment Trust, 20% of the initial insurance commission (including GST) and/or 10% of the initial upfront advice fees (including GST) will be paid to Proactive Finance. This payment is for their involvement in the finance process, which has influenced your need for insurance and led to your introduction to us to arrange appropriate cover. No amount is payable on an ongoing basis. This is not an additional cost to you.

Managed Discretionary Account Service

Your adviser may recommend that you invest in a Managed Discretionary Account (MDA) service.

Your adviser may recommend that you invest in a Managed Discretionary Account (MDA) service. BR Advice and its representatives are authorised to provide this service through Mason Stevens Limited (ABN 91 141 447 207, AFSL 351578). You will be provided with a separate Financial Services Guide issued by Mason Stevens and an investment mandate outlining this arrangement for the MDA service, if this service is appropriate for you.

BR Investment Partners Pty Ltd ("BR Investment Partners") is a representative of BR Advice Pty Ltd and subsidiary of Everything Is Awesome Ltd.

BR Investment Partners is responsible for the BlueRock Investment Committee, made up of representatives from BlueRock, Mason Stevens and external investment experts, who advises on asset allocation and portfolio construction of portfolios available through the MDA. BR Investment Partners may earn an investment management fee of 0.25% plus applicable GST of your portfolio, calculated on the average daily balance for the month. For example, on a $10,000 investment balance the investment management fee is $25 plus applicable GST.

Making A Complaint

If you have a complaint about the service provided to you, we strongly encourage for you to take the following steps.

Step 1:

Contact your adviser and advise the details of your complaint.

Step 2:

If your complaint is not satisfactorily resolved by your adviser within 3 business days, please contact our BlueRock Complaints Officer on 03 8682 1111, or put your complaint in writing and send it to us at Rialto, L2 Podium East, 525 Collins Street, Melbourne VIC 3000.

Step 3:

We will act to resolve your complaint quickly and fairly. If your complaint has not been resolved to your satisfaction within 30 days, you may refer the matter to the Australian Financial Complaints Authority (AFCA), of which BR Advice is a member.

AFCA's contact details are:
Address: GPO Box 3, Melbourne VIC 3001
Phone: 1800 931 678
Email: info@afca.org.au
Website: www.afca.org.au

AFCA will be able to advise you whether or not they are able to be of assistance in the matter. This service is provided free of charge.

Your Privacy

We are committed to protecting your privacy.

We have a Privacy Policy which sets out how we collect, hold, use and disclose your personal information. It also sets out how you can access the information we hold about you, how to have it corrected and how to complain where you are not satisfied with how we have handled your personal information. Our Privacy Policy is available on request and on our website.

In order to manage workflows necessary to meet our service commitments, our office may engage third party service providers (whom operate either locally or offshore) when required. In the event this occurs, our office is satisfied those third parties meet all Australian Privacy Law obligations as set out under the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APP standards).

Professional Indemnity

We have Professional Indemnity Insurance in place which meets the requirements of Section 912B of the Corporations Act which provides cover for any issues relating to the authorised services your adviser provides to you.

BlueRock

Financial Services Guide

Part Two

AUSTRALIAN FINANCIAL SERVICES LICENSEE

BR Advice Pty Ltd
ABN 30 612 056 523, AFSL No. 488655

AUSTRALIAN FINANCIAL SERVICES REPRESENTATIVES

BlueRock Private Wealth Pty Ltd
ABN 95 166 927 055, AFS Representative No. 452733

VERSION 1 JULY 2023

About This Document

This Financial Services Guide (FSG) is a legal document and made up of two parts, Part One and Part Two, and these should be read together.

Blue Rock Private Wealth Pty Ltd acts on behalf of BR Advice Pty Ltd which is responsible for the services that they provide. This FSG is authorised for distribution by BR Advice Pty Ltd.

This FSG Part Two contains specific information about the individual Authorised Representatives (“financial advisers”) and information about:

- The financial advisers who are authorised to provide you with advice and services on behalf of BR Advice; and
- Your financial adviser’s experience, qualifications and professional memberships

VIEW SPECIFIC INFORMATION ON YOUR ADVISER

About BlueRock

An entrepreneurial community for you, your business and family.

BlueRock is a multidisciplinary entrepreneurial advisory firm that helps people to operate and grow successful businesses and achieve their personal wealth goals.

Our collaborative professional services span accounting and business advisory, investment, bookkeeping, law, finance, SMSF, insurance, digital, managed services, international business, entertainment media & technology, grants & incentives and philanthropy -- all strategically implemented to provide holistic and innovative services to our clients.

Whilst we place a strong commercial lens on everything we do, at our heart we are a Certified B Corporation that defines our success through the positive impact we have across our team, clients, partners, community and the environment.