



EASTSIDE FINANCIAL SERVICES

Super, Insurance and more...

Financial Services Guide

Provided by

Eastside Insurance Advice Pty Ltd ACN 615 058 341 trading as Eastside Financial Services
ABN 77 562 519 116 Authorised Representative No. 1249974 (**Eastside Financial Services**)

Ashley Jerome Davidson Authorised Representative No. 342680

(together **we, us, our**)

As authorised representatives of Parc Wealth Group Pty Ltd ABN 24 652 326 915 AFSL No.
535090 (**Licensee**)

Date: 09 November 2023

The distribution of this financial services guide (**FSG**) is authorised by the Licensee.

Version: 02

Purpose of this document

The purpose of this FSG is to assist you in deciding whether to use our services by giving you information about the type of services we provide, how we are remunerated and your rights when you have a complaint about the services we provide to you.

We recommend that you read and understand this FSG before you engage us to provide you with any financial services. If you have any questions, please get in touch with us.

Not Independent

Because:

- we receive commissions on the sale of life risk insurance products that are not rebated in full to clients;

we are not able to refer to ourselves or our advice as 'independent', 'impartial' or 'unbiased'.

Additional documents you may receive from us

When we provide you with financial planning services you may receive:

- a Statement of Advice (**SoA**) or Record of Advice (**RoA**). These documents set out the advice we provide to you. If you have not been provided with the ROA, you may request a copy of it free of charge at any time within 7 years after the advice was provided to you, by contacting us;
- a Product Disclosure Statement (**PDS**) which provides details about the significant risks and benefits, costs, charges and other significant characteristics or features of the products we have recommended.

If you enter into an ongoing service agreement with us, you will receive annual fee disclosure statements and we will ask you to renew the agreement and consent to the deduction of advice fees from your account each year.

Financial services we are authorised to provide

Eastside Financial Services is authorised to provide personal advice and dealing services to retail and wholesale clients for the following financial products:

- Deposit and Payment Products - Non-basic Deposit Products
- Government Debentures, Stocks or Bonds
- Life Products (Investment Life Insurance and Life Risk Insurance Products)
- Managed Investment Schemes, including IDPS and MDA Services
- Retirement Savings Account Products
- Securities
- Superannuation

Eastside Financial Services is a corporate authorised representative of the Licensee. Any financial services will be provided by Eastside Financial Services and its sub-authorised representatives, who are listed in the Adviser Profile section. More details about them, including the financial services they are authorised to provide, is included in the Adviser Profile section.

How can you provide us with instructions?

You can give us instructions by phone, email or any other means that we agree with you from time to time. Please refer to our engagement letter for more information on this.

Who does the Licensee act for?

As authorised representatives, we provide financial services on behalf of the Licensee. In providing those financial services, the Licensee acts on its own behalf.

Fees

All fees are payable to Eastside Financial Services. Ashley Davidson is the owner of Eastside Financial Services and shares in the profits that are made.

General advice

We may charge you a fee for any general advice we provide to you. That fee may be either a fixed fee or based on the amount of hours it takes us to prepare and provide you with the general advice. The amount of these fees usually ranges from \$100 to \$1,000 but may exceed this range in complex cases. Details of the fee will be agreed with you beforehand. You may request information about these fees within a reasonable time after receiving this FSG but before you are provided with any general advice.

Personal advice

We will charge you a fee for any personal advice we provide to you. That fee may be either a fixed fee or based on the amount of hours it takes us to prepare and provide you with personal advice. The amount of these fees usually ranges from \$2,000 to \$5,000 but may exceed this range in complex cases. These fees will be agreed with you beforehand and will be disclosed in a SoA or RoA which will be provided to you.

Ongoing fees

Our ongoing fees depend on the ongoing service that we provide to you. They are typically charged as an agreed fixed price of between \$1,200 and \$3,600 and can be paid monthly or annually. The amount of ongoing fees will depend on your total assets under management and other factors such as the complexity of your portfolio, the regularity of reviews and any additional services we are providing.

Any ongoing fees will be agreed with you in our service agreement.

Brokerage fees

We do not charge you for brokerage but brokerage fees may be payable to third parties who execute transactions on your behalf.

The services and fees will be set out in the SoA or RoA that we provide to you.

Insurance commissions

We receive a one-off upfront commission when you take out an insurance policy we recommend. The upfront commission will be capped at 66% of the first year's annual premium.

We also receive an ongoing commission payment capped at 22% of the annual premium for as long as you continue to hold the policy.

For example, for an insurance product with an annual premium of \$2,000, where the issuer pays us an upfront commission of 60%, we will receive \$1,200. The issuer will pay us 10% of the annual premium as ongoing commission for as long as you hold the product. Assuming an annual premium of \$2,000, this equates to \$200 per year.

You will be advised of the exact amount of these commissions in the SoA or RoA.

Other Benefits

We may also receive additional 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.

Adviser remuneration

Our representatives are paid a salary and do not receive commissions from product issuers.

Referrals

Parc Finance & Lending Pty Ltd (Parc Finance & Lending) is our trusted partner for mortgage broking and financing needs. We may provide you with a referral to Parc Finance & Lending should you require mortgage broking or financing services.

All referral benefits received will be disclosed to you at the time of making the referral.

Associations

We are required to disclose any associations or relationships between us, our related entities and product issuers that could reasonably be capable of influencing the financial services we provide to you.

We have the following relationships or associations to disclose:

- Parc Finance and Lending

Conflicts of Interest

While no referral fees are received when we refer you to Parc Finance & Lending, the owners, or entities associated with the owners of the Licensee and Parc Wealth Management also own Parc Finance & Lending. This means that where you engage the services of Parc Finance & Lending, the owners, or associated entities of the owners will derive a benefit from the commissions received by Parc Finance & Lending.

Ashley Davidson provides financial services on behalf of the Licensee and Eastside Financial Services and also provides Mortgage Broking and Financing services on behalf of Parc Finance & Lending.

Our representatives 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.

Making a Complaint

We endeavour to provide you with the best advice and service at all times.

If you are not satisfied with our services then we encourage you to contact the Licensee. We accept complaints over the phone, in person, via email or letter or on our social media channels. The best option is to call the Licensee or put your complaint in writing to the Licensee's office. The Licensee will endeavour to resolve your complaint in 5 business days.

If you still do not receive a satisfactory outcome or the Licensee does not respond to you within 30 days after you make the initial complaint, you have the right to complain to the Australian Financial Complaints Authority (**AFCA**) at the following address:

GPO Box 3

Melbourne VIC 3001

Ph: 1800 931 678

Fax: 03 9613 6399

Website: www.afca.org.au

Email: info@afca.org.au

You may only contact AFCA once you have followed the above procedure.

Our Complaints Handling Procedure is available on request and at our website at www.eiadvice.com.au.

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 at www.eiadvice.com.au. **Compensation arrangements**

The Licensee holds professional indemnity insurance in respect of the financial services we provide. This professional indemnity insurance complies with the requirements of the Corporations

Act. The professional indemnity insurance covers all of the financial services we are authorised to provide to you.

Contact us

If you have any queries about our financial services, please do not hesitate to contact us:

Licensee Details:

Parc Wealth Group

Level 1, 1133 Malvern Road

Malvern, VIC 3133

03 9527 1600

pwg@parcwealth.com.au

Authorised Representatives Details:

Eastside Financial Services

P.O. Box 444 Vermont VIC 3133

0418 313 461

ashley@eiadvice.com.au

Adviser Profile

Ashley Davidson



This adviser profile forms part of the FSG dated 09 November 2023.

About Ashley Jerome Davidson Authorised Representative No. 342680

Experience

Ashley is a seasoned Financial Professional with over two decades of experience in the financial industry. Possessing a deep understanding of the Risk and Protection domain, Ashley has held various roles, including Financial Adviser and Risk Specialist across multiple Financial Planning practices. His expertise extends to Financial Services roles in prominent banking institutions.

Ashley's journey in the financial industry began as a Financial Adviser, where he honed his skills in providing comprehensive financial planning services to individuals and businesses. His expertise in personal and business insurance has enabled him to craft effective wealth protection solutions for clients, safeguarding their financial well-being.

Driven by a passion for financial literacy and client empowerment, Ashley established his own Financial Planning business, further cementing his reputation as a trusted financial advisor. His commitment to client satisfaction has earned him a loyal clientele, many of whom have consistently sought his guidance over the years.

Ashley's extensive experience and dedication to his clients have positioned him as a highly respected figure in the financial industry. His expertise in risk management, wealth protection, and financial planning has garnered him widespread recognition among his peers and clients alike.

This adviser profile forms part of the FSG dated 09/11/2023.

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Qualifications

- Graduate Diploma - Applied Finance and Investment
- Diploma of Financial Services
- Ethics and Professionalism in Financial Advice – Bridging Unit
- Diploma of Finance and Mortgage Broking Management

Memberships

- AFP® Practitioner Member of Financial Advice Association of Australia (FAAA)
- MFAA Finance Broker Member

Authorised financial services

The Licensee has authorised Ashley Davidson to provide personal advice and dealing services for the following financial products:

- Deposit and Payment Products - Non-basic Deposit Products
- Government Debentures, Stocks or Bonds
- Life Products (Investment Life Insurance and Life Risk Insurance Products)
- Managed Investment Schemes, including IDPS and MDA Services
- Retirement Savings Account Products
- Securities
- Superannuation