



EXEL SUPER



Professional Partner



Introduction

The choice to partner with Exelsuper is more than just a referral arrangement, It's more than just financial advice.... it's a crusade.

In 2002 legislation was passed to mandate contributions to the superannuation system at 3%, and of course this has continued to grow throughout the years and is touted to grow to 13% by 2018, thus ensuring that Australians will always need assistance managing their super. Of course, we at Exelsuper are not the first to recognize this. It seems that every day a new superannuation solution emerges, adding another competitor to the ranks of those seeking to tap into the growing \$1.3 Trillion of Australian's retirement savings. The shame is that retail and industry funds are constantly disappointing their customers and are asleep at the wheel. By joining Exelsuper, you are joining a dedicated and committed band of revolutionaries who see their role in life to drive change for the better at every opportunity and expose our competitor's failures, out dated methodology and arrogance, and

deliver the highest level of expertise and advice from a truly trusted source.

Australia has the third largest private pension system in the world, yet 98% of participants would rather go it alone and manage their own money, make their own decisions and be responsible for their own outcomes. In 2012 The Russell Investments survey titled, *"Intimate with SMSF"* found that 67% of Australians no longer wanted or sought (or were prepared to pay for) Investment Advice from share brokers, financial advisers and the investment community in general. The good news is that the same 67% of our community also stated that they needed, wanted and were prepared to pay for strategic and technical help in achieving their retirement objectives and felt that their accountants was the best source of this assistance. Russell Investments Survey found 1 in 10 Australians intend to start a Self Managed Super Fund in the near future.... So let's not underestimate the size of the opportunity that awaits us. You are definitely in the right place at the right time. You are a super revolutionary!!

At Exelsuper, we have a saying... "No B Team Players" If you're complacent, or half hearted in your efforts, or are unwilling to engage your mind to create the best outcome for those you serve, you have no place here. Fortunately, we have developed a method of working with accountants, identifying, and capturing new Self Managed Super clients consistently and reliably, for those willing to take an uncompromising approach to delivering value to those Australians who are screaming for your help. If you let us help you, your future is very bright indeed. I wish you great success.

Chris Harris
CEO





ACCOUNTANTS LIMITED LICENSE & AFSL - FREQUENTLY ASKED QUESTIONS

On 28 November 2012 the Minister for Financial Services & Superannuation revealed details of the Australian Financial Services License that replaces the accountant's SMSF advice exemption. As an Accountant you may be wondering what your options are for providing SMSF advice in the future.

“Doesn't the new license simply replace the exemption so that I can continue to do things the way I do now?”

Not exactly. Whilst further clarity is required at this time, it is clear that holding a limited license comes with some obligations to provide advice documentation that will be new to most accountants. This documentation must comply with obligations under Corporations Law.

“Isn't advice documentation only required when I recommend a specific product within an SMSF?”

Well, it depends on what advice you want to provide. The accountant's exemption previously excused you from providing advice documentation when establishing an SMSF or providing certain types of advice to clients. The new legislation's intent is to ensure that such advice is provided under Corporations Law requirement, giving consumers additional legal protection.

When you make a recommendation to establish an SMSF, commence a pension or make contributions you will need to satisfy sections 947D of Corporations Law, and provide your client with disclosures, comparisons & alternative strategies. You must also satisfy sections 961B of Corporations Law by documenting your client's

objectives, personal circumstances, and demonstrate a reasonable basis for your recommendations. In addition you will need to provide a Financial Service Guide.

“If I'm just recommending a client make a contribution to super, or simply commence a pension, do I need still need to provide advice documents?”

Unfortunately, Yes, Corporations Law says you must comply with your AFSL obligations when making such recommendations. Whilst this may not always require an SOA you will be required to complete other advice documentation that meet your obligations as a licensed advice provider.

“But I just want to continue to do what I do now”

Despite what many in the financial planning industry will have you believe, this proposed legislation allows you to continue to deliver accounting services and prepare annual returns for your SMSF clients without holding an AFSL, however, without a license you will no longer be able to recommend SMSF establishment or provide clients with personal financial advice about contribution strategies, pensions, etc.

“So what are my choices?”

This legislation makes it virtually impossible to provide clients with various forms of SMSF advice without holding a limited AFSL. Therefore, accountants who want to continue to provide broad SMSF services will need to make a choice.

With the Federal Government only expecting less than 10% of the country's 160,000 accountants to eventually become licensed, it begs the question what will the majority of professionals in our industry do next year and beyond?

Exelsuper is committed to ensuring a seamless transition for accountants seeking external support to co-manage their existing SMSF clients with a real credible SMSF brand as a partner.

So how can Exelsuper assist you?

Cont....





OPTION 1 - EXELSUPER PROFESSIONAL PARTNERSHIP

“Financial Advisers can sometimes be like seagulls fighting over a chip.
An Advice License doesn’t mean you need to become one!!!”



At Exelsuper we’ve held a tax license and AFSL for sometime & understand that Accountants take an uncompromising approach to technical competence, ethical standards and educational excellence. For this reason we believe that the most appropriate partner to assist you with your licensing requirements is someone who understands your culture and client relationships...not just a financial planner who wants your referrals.

At Exelsuper our Professional Partner program ensures that providing advice to SMSF clients is easy. Gaining your own license is not as difficult as the advice industry would have you believe. Or simply use Exelsuper as the SPAA SSA accredited SMSF Specialist Advisers in your back office, so you always retain control over the client relationship.





SO WHAT IS EXELSUPER PROFESSIONAL PARTNERSHIP?

Despite what the financial planning industry would have us believe, Accountants can choose not to be licensed and remain active in the SMSF market. Simply having the right process in place when advice is required ensures your clients are kept well clear of financial advisers and in your practice creating the optimal SMSF client experience in house.

So why Partner with Exelsuper?

Exelsuper Professional Partner Core Services

- Continue to operate as your clients SMSF expert without the need for a license.
- Non compete agreement.
- You complete one form, and we complete the Statement of Advice, and SMSF establishment process for you.
- Establishment documentation, pension commencement documents, LRBA and Bare Trust documents & all ongoing SMSF compliance documents and processes, plus assistance with SMSF administration procedures and processes.
- Access to Exelsuper's SMSF technical team, BGL help, technical strategy assistance, technical updates and SMSF Staff Training for your staff.
- SMSF Audit services for a fixed fee if you do not have access to auditors.

There is no cost to become an Exelsuper Professional Partner



OPTION 2 - EXELSUPER SMSF SPECIALIST ACCOUNTANT

Alternatively you may want to become licensed. At Exelsuper you can choose to become an Authorised Representative of Exelsuper Advice Pty Ltd (AFSL 428272) and provide limited advice under our license. This is the simplest and easiest way to become licensed and provide general class of product advice. In addition to our Professional Partner Core Offer outlined on page 5 we provide the following services:

Exelsuper SMSF Specialist Accountant Services

- Ongoing SMSF licensee training and professional development program.
- Templates for Financial Services Guides, Needs Analysis (compliant fact finders), SOA & ROA templates, ongoing review documentation, and strategy documents.
- Ongoing compliance training and monitoring.

Monthly Authorised Representatives Fee **\$880.00 per month** *

** Exelsuper will offset 50% of any revenue Exelsuper generates from providing your clients with advice in regards to investments and insurance. Included in this fee is COIN Financial Planning Software, which will be used to deliver all Statement of Advice Templates, Financial Services Guides, Financial Needs Analysis forms and other advice documentation required when providing advice services.*





OPTION 3 - EXELSUPER AFSL PARTNER (YOUR OWN AFSL)

Alternatively you may wish to go it alone, and engage Exelsuper to help you gain and manage your own limited or full AFSL. If so, then an Exelsuper Advice AFSL may be the solution for you. Your own AFSL leaves you in total control of the decisions about how you provide advice. In addition to our Professional Partner Core Offer and SMSF Specialist Accountant offer outlined on pages 5 & 6 we provide the following services:

Exelsuper AFSL Partner Services

- Complete license application services .
- Responsible Manager Training Program.
- Ongoing licensee management program and licensee consulting services.
- Exelsuper Advice Procedures Manual.

License Application & implementation fee	\$8,800 <i>one off fee</i>
Monthly Practice AFSL Fee	\$ 770 <i>per month</i>
Authorised Representatives Fee	\$ 880 <i>per month</i>

All three options are designed to allow you to do all the things you have always done well deliver outstanding SMSF technical and strategic advice, tax and compliance services, and remain the first place clients turn when they seek professional advice. Partnering with Exelsuper ensures you are in control of delivering the highest quality, end to end SMSF solution available today.



WHAT HAPPENS WHEN WE MEET TO DISCUSS YOUR NEEDS?

We can help you determine if you should apply for a license or not

An initial discussion with an Exelsuper SMSF Specialist adviser will allow you to cut to the chase and determine if Exelsuper's professional partner program or SMSF licensing fits your needs.

Exelsuper SMSF Specialist Advisers are SPAA SSA Accredited to provide SMSF Establishment and Closures, SMSF Technical and Strategic Advice, SMSF Investment and Insurance Advice, Pension Strategies, Contribution Strategies, Binding Nomination Strategies, LRBA advice and all other aspects of SMSF advice services.

Your initial appointment will be with an SMSF Accountant licensing specialist experienced in assisting accountants with their SMSF licensing needs. We can explain just how simple the process can be.

CONTACT DETAILS & OTHER INFORMATION

Website

Of course, ensuring you are fully informed and ready to make the right decision is vital. For further information feel free to visit the Exelsuper website www.exelsuper.com.au.

Contact Us

We are located at:

Exelsuper Advice Pty Ltd

Suite 1/50 King William Road GOODWOOD SA 5034

Phone: 1300 558 713

Email: service@exelsuper.com.au





DISCLAIMERS

- Exelsuper Advice Pty Ltd, ACN 080 419 745 holds an AFSL number 428272.
- The information contained in this brochure is of a factual nature only and is not intended to constitute financial product advice. Information is current as at December 2013. Copyright 2013 ©
- This brochure describes the services offered by Exelsuper Advice Pty Ltd AFSL 428242, and is not a Product Disclosure Statement.
- Any fee paid by Exelsuper to Exelsuper Advice Licensees and franchisees are for services provided to SMSF trustees by way of service agreement, and does not constitute commission, volume bonus or preferential remuneration.
- An Exelsuper Advice license is a limited Authority to provide “SMSF Advice” or “Class of Product” advice as described in the proposed Corporate Amendment Regulation 2013 (no.3).
- All fees quoted in this brochure are inclusive of GST.
- Exelsuper Advice licensees are required to achieve SPAA SSA accreditation within two years of becoming licensed.
- Exelsuper Professional Partners and Advice licensees must implement a non compete agreement with Exelsuper Advice for the provision of investment and insurance advice and accounting services.
- Exelsuper Advice licensees are required to use Exelsuper SMSF documentation, audit services and compliance software.
- Exelsuper—Smarter Self Managed Super is a registered trademark.®

