



## FINANCIAL SERVICES GUIDE

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Prepared by:  
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### Authorised Representative Details:

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## About this Financial Services Guide

This Financial Services Guide (FSG) is issued by Strategic Financial Advisers Pty Ltd. Under section 941A & 941D of the Corporations Act 2001 we are required to give an FSG to any retail client that we are likely to provide financial services to before those services are provided.

The information in this FSG is provided to help you decide whether to use our services. As a client, or potential client of Strategic Financial Advisers Pty Ltd, you have the right to ask us about our service, the type of advice we give you, and what we expect to be paid for giving that advice and/or service. You also have the right to know what you can do if you have a complaint about our services. The distribution of this FSG has been authorised by Strategic Financial Advisers Pty Ltd, the licensee.

## How we provide our services

We are required to collect sufficient information from you before we make recommendations regarding financial products. Your adviser will ask you to complete a Client Data Collection & Risk Profile document before providing any services to you. Your adviser may also collect copies of statements for any existing Financial Products that you own.

You may choose to elect not to provide information to your adviser. In this case there is a risk that the advice given may be inappropriate for you and your adviser will explain this to you and may require you to sign an acknowledgement of this.

We will only recommend a financial product to you after considering its suitability based on your individual investment objectives, financial situation and needs. Our advisory service will include ongoing reviews of your financial situation, your progress towards achieving your goals, your portfolio performance, insurance needs and any new goals or objectives you may have.

We will provide you with a Statement of Advice (SOA) whenever we give advice that is likely to influence your decisions regarding the acquisition or disposal of financial products and takes into account your objectives, financial situation and needs. The SOA will contain the advice, the basis on which it is given and information about fees, commissions and associations which may have influenced the provision of the advice.

In the event we make a recommendation of a particular financial product (other than securities), we will also provide you with a Product Disclosure Statement containing information about the product, which will enable you to make an informed decision in relation to purchasing that product.

It is important that you read all of the documents that are provided to you so that you can make an informed decision regarding accepting our recommendations and advice.

## Lack of Independence

Strategic Financial Advisers Pty Ltd is not independent, impartial or unbiased because we receive commissions for the advice we provide on life risk insurance products.

## Who is your adviser?

*Your adviser is Candy Guo, an Authorised Representative of Strategic Financial Advisers Pty Ltd.*

*Candy Guo is a highly qualified and experienced financial adviser with a strong academic and professional background. She holds a Master of Financial Planning from the University of New South Wales, a Master of Commerce from the University of Sydney, and a Bachelor's degree in Human Resources from China.*

*Since passing the FASEA exam in 2020, Candy has been fully certified and operates under the FASEA Education Standard.*

*She provides comprehensive advice across a broad spectrum of financial products, including life, TPD, trauma, and income protection insurance, managed funds, listed securities, superannuation and retirement planning.*

*Candy is passionate about helping clients build, protect, and grow their wealth through clear, strategic guidance and long-term relationships based on trust and transparency.*

## **About our services**

We are not offering get rich quick schemes or attempting the impossible quest of finding the “best” performing investments. What we offer are a suite of services designed to organise your finances, simplify your life and protect you from as many potential financial disasters as we can. Along the way we will set you on a path to eventual financial independence.

We provide advice in the following areas:

- Cashflow planning.
- Superannuation.
- Insurance & risk management.
- Investment Portfolio Asset Allocation.

**Our goal is to help you get your entire financial house in order and keep it that way, forever.**

For most clients this will require 1-3 meetings per year.

## **About our Licence**

Our Australian Financial Services Licence authorises us to provide financial product advice on and deal in the following classes of products:

- (A) deposit and payment products limited to:
  - (1) basic deposit products;
  - (2) deposit products other than basic deposit products;
- (B) debentures, stocks or bonds issued or proposed to be issued by a government;
- (C) life products including:
  - (1) investment life insurance products as well as any products issued by a Registered Life Insurance Company that are backed by one or more of its statutory funds; and
  - (2) life risk insurance products as well as any products issued by a Registered Life Insurance Company that are backed by one or more of its statutory funds;
- (D) interests in managed investment schemes including:
  - (1) investor directed portfolio services;
- (E) retirement savings accounts ("RSA") products;
- (F) securities;
- (G) standard margin lending facility; and
- (H) superannuation;

To retail and wholesale clients.

## **Taxation, Legal, Credit, Real Estate & General Insurance Advice**

We have a team of experts to provide advice on all of your financial affairs.

Due to licencing requirements some of these experts are not directly employed by us.

The services that are provided by outside experts are:

1. Tax Agent Services
2. Legal Services
3. Credit Services (all loans except for Margin Loans)
4. Real Estate Advice
5. General Insurance

The provision of these services is separate from the provision of our services and additional charges will apply.

**How will you pay for the service provided?**

We offer a fee based financial advisory service.

For preparation of a comprehensive Financial Plan (Statement of Advice) we may charge a one-off flat fee of up to \$8,250 (including GST). This fee is payable on completion of the work.

If we have recommended an investment portfolio, we may charge a one-off flat fee of up to \$5,500 (including GST) for implementation of our Advice.

We can charge on an hourly basis for initial or one-off services if you do not require a comprehensive plan. The hourly rates are: Director/Financial Adviser \$440, Paraplanner \$165, Administration staff \$110.

For clients who wish to sign up to our comprehensive Financial Planning Service we charge either a flat monthly fee ranging from \$275 to \$1,650 or a percentage fee of up to 1.10% per annum depending on the level of service required.

Payments can be debited from your investment portfolio, bank account or credit card.

The ongoing fees are usually tax deductible. We provide a service renewal agreement every 12 months.

**How much commission will we receive?**

For insurance products we receive initial commission of up to 66% Upfront Commission and/or Ongoing Commission of up to 22% of your annual premium. This is paid by insurance product providers whose products we recommend to you.

For example, for an insurance product with an annual premium of \$2,000, where the issuer pays us an upfront commission of 66%, I will receive \$1,320. The issuer will also pay me 22% 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 \$440 per year.

We will advise you of the actual fees, commission and benefits that we will receive for recommending financial products to you when we make those recommendations.

**Can I opt out of paying ongoing advice fees?**

You can opt out of paying ongoing advice fees at any time. You must provide written notice of cancellation of the service and it may take up to 30 days for the cancellation to take effect.

For clients who receive ongoing service you will be required to opt in to continue your service every year. If you do not opt into the service you will no longer be charged the adviser service fee and those services will cease. You will continue to be charged Administration and Investment management fees.

If you opt out of our ongoing fee you may request one-off advice in future however we will not be under any obligation to provide any further services to you.

**What should you know about any risks of the investments or investment strategies we recommend to you?**

Any significant risks associated with any of our recommendations will be explained and discussed with you and will be fully detailed in your Statement of Advice. If at any time you are unclear about the risks you may be taking, you should discuss them with us before you implement any recommendation.

**What happens if you specifically request an investment not recommended by your adviser?**

If you specifically request to purchase an investment not on the Recommended list, your adviser can offer an execution only service. Before such a service can be provided you must give your adviser written confirmation of your understanding under which this service is sought.

If we are not able to fulfil your requests, we will refer you to an appropriate specialist.

## **Are you protected from us giving negligent investment advice?**

We will maintain a record of your personal profile, which includes details of your investment objectives, financial situation and needs. A record is also maintained of any recommendations made to you and conversations you have with your adviser.

All advice will be based on the information you provide to us and we will review all Statements of Advice before they are issued to you. We will also randomly audit files on an annual basis to ensure that they contain all of the information required to adequately provide our services to you.

Strategic Financial Advisers Pty Ltd has professional indemnity insurance to protect you in the unlikely event of negligent advice being given.

## **Who can you complain to if you have a complaint about the advisory service?**

If you have any complaint about the service you should take the following steps:

- Contact your adviser and tell him/her about your complaint and what you would like them to do about it.
- If your complaint is not satisfied within 3 working days, you may forward it to:

The Compliance Officer  
Strategic Financial Advisers Pty Ltd  
PO Box Q880,  
Queen Victoria Building NSW 1230.

Telephone (02) 8267 2800

Email [complaints@sfasydney.com.au](mailto:complaints@sfasydney.com.au)

We will try to resolve your complaint quickly and fairly.

- If you still do not get a satisfactory outcome after 30 days you may have the right to complain to:

Australian Financial Complaints Authority  
GPO Box 3,  
Melbourne VIC 3001

Website: [www.afca.org.au](http://www.afca.org.au)

Email: [info@afca.org.au](mailto:info@afca.org.au)

Telephone: 1800 931 678 (free call)

You can make complaints about breaches of professional standards to the Financial Advice Association Australia.

See <https://faaa.au/professionalism/complaints-for-consumers/>

The Australian Securities & Investments Commission (ASIC) also has an Infoline, 1300 300 630, which you may use to make a complaint and obtain information about your rights.

See <https://www.moneysmart.gov.au>

## **How do we protect your Privacy?**

We committed to implementing and promoting a privacy policy, which will ensure the privacy and security of your personal information. The following Privacy Policy expresses our policies on the management of your personal information.

Our Privacy Policy can be found at [www.strategicfinancialadvisers.com.au](http://www.strategicfinancialadvisers.com.au)