



**PERSONAL  
FINANCIAL  
SERVICES**

SINCE 2001

**Financial Services Guide  
Part 2 – Adviser Profile**

Effective date: 1 December 2023

## **Luke Martin**

Safeguard Wealth Pty Ltd as trustee for  
Safeguard Wealth Unit Trust trading as Safeguard Wealth

**Corporate Authorised Representative No: 1243122**

**How to contact us:**

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This document is incorporated with, and must be read in conjunction with, the Financial Services Guide - Part 1, issued by Personal Financial Services Ltd (**PFS**). When read together, the Financial Services Guide will explain to you how I can provide services to you as an authorised representative of PFS.

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***My authorisation***

I am authorised by PFS under its Australian Financial Services Licence to provide financial advice. My ASIC authorisation number is 1242408.

I am an employee and director of Safeguard Wealth Pty Ltd as trustee for Safeguard Wealth Unit Trust (Safeguard Wealth), which is a Corporate Authorised Representative of PFS.

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***My experience, qualifications and professional memberships***

I am a financial services professional with over 20 years of experience in the financial planning industry. I hold a Bachelor of Commerce and a Diploma in Financial Planning.

I have a broad skill set across all financial planning disciplines and have held roles at all levels in the financial planning industry. These roles include technical paraplanning, financial planning and executive management roles.

My qualifications and designations include:

- Responsible Manager Course
- Bachelor of Commerce
- Diploma of Financial Planning

I am also a member of the following professional associations:

- Financial Advice Association Australia (FAAA)
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***The areas in which I can provide financial planning services***

I am authorised by PFS to provide financial services including advice or services in the following areas:

- Personal Risk Insurances
- Superannuation
- Retirement Planning
- Managed Investments
- Cash flow and Debt Management
- Business Protection Insurance
- Aged Care

If you require services that are outside the areas stated above, which I am not authorised to provide advice on, I can provide a referral to a professional who can assist.

If Safeguard Wealth receives a specific fee for this referral, it is disclosed below. It will also be disclosed in an advice document such as a Statement of Advice (SoA) or Record of Advice (RoA) if I provide you with personal advice.

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***Remuneration or other benefits arising from my referral arrangements***

I have no particular referral arrangements with other professionals, but if I do receive a benefit as a result of referring you to another person or pay a benefit as a result of you being referred to me by another person, written disclosure of full particulars shall be provided to you in an SoA or RoA.

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***How the fees you pay are shared between me, my employer and PFS***

All of the fees you pay are received by PFS, who retains a portion to cover the costs associated with operating and providing a financial services business. PFS retains 10% of fees (or a minimum of \$40,000 +GST) per annum up to \$1 million, after which it retains a reduced variable rate up to 5% of fees. The remaining fees are passed Safeguard Wealth.

As an employee and director of Safeguard Wealth, I am entitled to receive a salary in addition to a percentage of revenue and profit share.

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***Fees that you pay for the financial services I provide***

All fees shown below are inclusive of GST.

**Initial advice fees:**

Fees are charged for my initial advice and the preparation of an SoA. Fees are based on the complexity of the advice provided and range from \$1,100 (minimum) to \$5,500 (maximum). I will confirm the exact amount, which we will agree on before commencing any work.

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You will be sent an invoice and payment is required within 14 days from the invoice date. Please note that my initial advice fees still apply where you decide not to implement my advice.

**Implementation fees:**

If you proceed with the advice given and additional work is required for implementing that advice, I may charge to cover the costs associated with implementing the recommendations in your SoA. The fee could range from \$1,100 to \$5,500.

**Execution-only service or ad hoc advice fees:**

Fees for execution-only services and ad hoc advice may be charged at an hourly rate of \$330 per hour. An estimate of the time required will be provided and agreed upon prior to commencing the work. You will be invoiced for these fees after the service is provided and payment is required within 14 days from the invoice date.

**Ongoing service fees:**

Once your financial plan is implemented, you may choose to participate in an ongoing review service. Fees for ongoing services and reviews are all based on an annual fee, ranging from \$470 to \$5,500. The agreed ongoing service will comprise review meetings (with the frequency and number of reviews per annum agreed with you) and other ancillary services such as invitations to educational seminars and newsletters. Full details of the services offered in the ongoing service package will be provided at the time my advice is given.

Safeguard Wealth Pty Ltd and Luke Martin retain the discretion to apply a discount to fees.

**Methods of payment for my fees include:**

- Invoice directly to you
- Deducted from your investments (where this option is available and your authorisation to do so is obtained)

Full details of all fees and commissions received in consequence of my financial services will be provided to you in an SoA or RoA and Product Disclosure Statements at the time of receiving any recommendation.

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***Other benefits and payments which may be (directly or indirectly) received because of the services provided to you***

**Insurance products**

Where I arrange a life insurance product, the insurer pays us an upfront commission and an ongoing commission when the product is renewed each year. The rate of upfront commission payable ranges from 0% up to 66% of the base premium. The rate of ongoing commission payable ranges from 0% - 31%. For some products, the rate of commission payment may affect the amount of premium payable.

For example, if you purchase a life insurance policy with an annual premium of \$1,500 PFS may receive an initial payment of up to \$990, calculated as  $\$1,500 \times 66\% = \$990$ ; and an ongoing commission of \$465 calculated as  $\$1,500 \times 31\% = \$465$ .

You should also refer to Part 1 of the FSG “*The benefits or payments which may be (directly or indirectly) received by us because of the provision of financial planning services*” for details of payments and benefits which my licensee may receive in consequence of individual services provided by me to you.

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***Alternative benefits that I may receive***

From time to time, I may receive alternative forms of non-monetary benefits from product providers or other parties which have a value of less than \$300. These may include hospitality or education and training in relation to my professional development. Details of any alternative benefits I receive are maintained on a register. A copy of the register is available upon request.

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***Other interests or associations I have in financial products or service providers that I may recommend to you***

I have the following interests:

- I am a shareholder of Safeguard Wealth Pty Ltd (ABN: 87 984 230 860)