



PRACTICE BROCHURE



V5.0

P3 Financial Planning Pty Ltd

7th September 2022



P3 FINANCIAL PLANNING – PLAN, PROVIDE AND PROSPER

WHO WE ARE

P3 Financial Planning are a dedicated team of professionals providing advice within the Brisbane area and beyond for over 20 years.

The team are led by our experienced advisers Jim, Jon, Blaine and Maria who saw the vision to provide quality advice to their clients and families to ensure that each enjoy their own version of prosperity.

Our Team

The P3 Financial Planning team are all highly experienced in financial services, providing our clients an exceptional level of administration services.

Our advisers are all qualified professionals (degree educated) and members of industry bodies such as the Association of Independently Owned Financial Professionals (AIOFP) and the Association of Financial Advisers (AFA).

We pride ourselves on providing an exceptional level of service to ensure that each touch point with our team is a positive one.



Our Services

Our dedicated team can help you with the following services but not limited to:

- **Wealth Creation**
 - Helping clients build wealth through gearing, salary packaging, savings plans and other strategies to maximise the growth potential of your capital and resources.
 - Ask us about our service package – Pathway to Wealth and Foundations Playbook.
- **Retirement Planning**
 - The last 10 years of your working life is crucial – it can make or break your retirement dreams. We can help you develop and set your financial path to achieve your retirement goals. We can advise on maximising your super contributions, retirement income streams, debt management and self-managed super.
- **Superannuation**
 - Neglecting your super is something most people are guilty of. It is a passive nest egg that grows and forms a major part of your retirement funding. We can help provide you with choices and ensure that your super is able to reach its full potential. Some strategies we can help you with include salary sacrifice, maximising contributions limits, investment choices and transfer of overseas super to Australia.
- **Investment Portfolio Services**
 - Portfolios are customised with client's financial priorities in place and tolerances towards investment risk.
 - Portfolios are reviewed regularly with changes occurring where appropriate in between reviews.
 - We provide our services utilising a Record of Advice (RoA), to be presented to you when recommended changes to your portfolio are required, or via our Managed Account (MA) service.
 - For more information on our Managed accounts please refer below.
 - Managed Account's and their various forms are not suitable for every investor. We also offer Investor Directed Portfolio Services (IDPS) that offer the ability for you to be actively involved in the investment selection process. As such, this service will cost more than the MA, due to increased admin and compliance requirements. Please let us know if you need further info on the differences, however, be assured that you can amend your investment portfolio service selection at any time you wish.
- **Personal Insurances**
 - Protecting your most valuable assets – your family and income. What would happen if you should suffer an illness or accident that prevented you from working? How would your family cope financially should death occur?
- **Social Security and Age Care services**
 - Maximising entitlements you may be eligible with Centrelink, and helping you to navigate the complex world of age care needs.

Our Advisers

James (Jim) Penner

Senior Financial Adviser

Authorised Representative no. 245133

Education

- Aged Care Accredited February 2015
- ASX Listed Products Accreditation Course, ASX, 30 November 2005
- Tower Self-Managed Superannuation Course, 2002
- Certified Financial Strategist, AIOFP, March 2020
- Certified Financial Planner, FPA, 1998 – 2020
- Diploma of Financial Planning FPA/RMIT/Deakin University 1997
- B.Comm (Hon) University of Manitoba Canada, 1992



Memberships

- Certified Financial Strategist, Association of Independently Owned Financial Professionals, (AIOFP) since March 2020
- Financial Planning Association (FPA) 1996 - 2020
- Certified Financial Planner since 1998 – 2020

Experience

- Authorised Representative, P3 Financial Planning Pty Ltd 2014 - present
- Authorised Representative, Godfrey Pembroke Limited, 2011 - 2014
- Authorised Representative, Professional Investment Services, Pty Ltd 2003 – 2011
- Australian Loan Co. Mortgage Broker Oct 2003 – 2010
- Financial Planner, Winchombe Carson / Whittaker Macnaught 2000 – 2003
- Para planner / Associate Adviser, PROTAX Financial Planning, 1995 -2000
- Home and Commercial Lending Officer and Manager, Various Credit Unions / NAB 1989 – 1995

In Jim's spare time he loves to coach and play basketball and relax over a nice meal with family and friends.



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Jonathan (Jon) Morrow

Senior Financial Adviser

Authorised Representative no. 246804

Education

- Bachelor of Business, Queensland University of Technology, Australia, 2000
- Advanced Diploma of Financial Planning (Mentor Education)
- Diploma of Financial Services (Financial Planning), Tribeca
- Self-Managed Superannuation Accreditation, Kaplan
- ASX Listed Products Accreditation, Kaplan
- Diploma of Financial Services (Finance/Mortgage Broking), AAMC Training Group
- High School Certificate, 1995 – Brisbane Boys College, Australia



Memberships

- Association of Financial Advisers (AFA)

Experience

- Commissioner for Declarations for the State of Queensland
- Authorised Representative, P3 Financial Planning Pty Ltd 2014 - present
- Australian Loan Company, Mortgage Broker/Credit Representative, 2003 - 2019
- Authorised Representative, Godfrey Pembroke Limited, 2011 -2014
- Authorised Representative, Professional Investment Services, 2003 – 2011
- Para Planner/Associate Adviser, Professional Investment Services, 2002 – 2003
- Funds Management Administration, Deutsche Bank (London), 2000 – 2002

In Jon's spare time he loves to fish, play golf, follow all sports (particularly rugby union) and spend time with his family and friends.



P3 FINANCIAL PLANNING – PLAN, PROVIDE AND PROSPER

Maria Anderson

Financial Adviser

Authorised Representative no 001268414

Education

- Accredited Aged Care Specialist, 2020
- Advanced Diploma of Financial Planning, Mentor Education, 2018
- Diploma of Financial Planning, Mentor Education, 2015
- Master of Science Business Analysis & Finance, Leicester University, 2008
- Bachelor of Arts Business Economics, Leicester University, 2005



Memberships

- Association of Independently Owned Financial Professionals (AIOFP) since March 2020

Experience

- Authorised Representative, P3 Financial Planning Pty Ltd 2018 - present
- Review Associate, 2017-2018
- Client Service Officer, Advice for Life, 2015-2017
- Specialist Financial Institutions and Debt Capital Markets (Treasury), Commercial Bank Renaissance Capital (Moscow), 2011-2014

In Maria's spare time she loves reading and spending time with her family and pet Chewbacca.



P3 FINANCIAL PLANNING – PLAN, PROVIDE AND PROSPER

Blaine Miller

Financial Adviser

Authorised Representative no 001268413

Education

- Self Managed Super Fund accredited (Super Concepts & ICFS Specialist), 2022
- Advanced Diploma of Financial Planning, Mentor Education, 2020
- Diploma of Financial Planning, Mentor Education, 2018
- Bachelor of Business Finance, Queensland University of Technology 2012
- Accredited Aged Care Specialist, 2019
- ETF Certification- BlackRock ETF Academy, 2018
- High School Certificate – St. Josephs Nudgee College 2008



Memberships

- Association of Independently Owned Financial Professionals (AIOFP) since March 2020

Experience

- Authorised Representative, P3 Financial Planning Pty Ltd 2018 - present
- Review Associate, 2017 - 2018
- Paraplanner, P3 Financial Planning (Godfrey Pembroke), 2012 - 2014

In Blaine's spare time he loves following sport, playing rugby, surfing and spending time with his family & friends.



Our Fee Schedule

Advice Fee Schedule

P3 Financial Planning are predominantly a fee for service practice and have been for over 10 years. We offer a range of payment options for your convenience. All fees are gst inclusive.

Invoices are required to be paid within 7 days of issue.

Our current fee structure is as follows:

Upfront Advice Fees - Strategic Advice including Wealth Creation and Retirement Planning

	*Foundations Playbook	*Pathway to Wealth (P2W)	*Prosperity
Advice Needs	Up to \$1,650	Up to \$3,300	Up to \$7,700

**all fees are negotiable depending on actual advice needs required*

Everyone has different advice needs. From our experience, there are traditionally three forms of advice needs which we have identified. Hence, we have structured our fees accordingly based on time, research and preparation of our advice and required documentation for you:

- **Foundations** For clients that are starting to plan and traditionally have 1 advice need to begin with;
- **P2W** Generally clients cash flow is starting to free up more and now are seeking advice to begin structuring financial affairs better, starting the journey of Prosperity;
- **Prosperity** Time to look at your whole situation involving the development of a comprehensive PLAN to meet your overall goals in order of priority - time to plan, provide and prosper for the future.

Ongoing Advice Fees

P3 Financial Planning prides itself on providing comprehensive ongoing service which suits our clients' preferences and portfolio needs.

We have regular contact with you and make changes where necessary in between our face-to-face meetings each year.

Our team is here to answer any administration questions you may have throughout the year and help you with any paperwork that you require. We take the headache out of maintaining the record keeping and having it "accountant ready" to enable the required regulatory reporting to be completed each year.



You have 24 hours 7 days a week access to our **Wealth Review Portfolio** system to view your portfolio and organise your finances through login's provided to you upon your subscription to our ongoing services.

Fees are discussed and negotiated with you based on your needs and charged on a monthly basis.

Other Fees

- Ad hoc Advice** This is where you do not wish to participate in an ongoing service fee arrangement but require some ongoing advice on an ad hoc basis, an hourly fee is charged at \$330.
- Administration Services** This includes any ad hoc completion of paperwork if not participating in an ongoing service fee arrangement and requires us to complete any forms on your behalf such as Centrelink schedules, salary packaging, and any transactional services that requires no advice. Fees are charged on an hourly basis - \$165
- Personal Insurance Advice** Arrangement of personal insurance advice needs often results in fees being paid through a commission basis from product providers. These can be between 0% and 66% of the first year's premium quoted. These are paid by the product provider and not an additional cost to you. This covers the research, administration and advice provision undertaken on your behalf.



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Managed Accounts

A Managed Account (MA) is an investment holding or portfolio owned by the investor and managed externally. There are various types of Managed accounts and each operates similar to a managed fund however offers complete transparency of the investments in your account as you retain beneficial ownership of the investments. Being directly entitled to all tax credits, dividends and income can lead to a more efficient tax structure when compared to other forms of managed funds such as unit trusts.

Along with providing tax benefits, a Managed Account allows the investment adviser to make changes to your portfolio in timely manner when the time is right as opposed to incurring costly delays. Our MA is a Managed Discretionary Account (MDA) which operates under ASIC Regulatory Guidelines RG-179.

Investment Committee

Our Investment Committee comprises of three core members plus various other select personnel that attend meetings to provide input and specialised knowledge when required. The core members are experienced industry professionals, all of whom have held senior positions within the financial services industry.

The Investment Committee meets regularly to review portfolio composition, measure performance against targets and benchmarks, review asset allocation and individual investment performance as well as implement required changes.

Our Investment Committee consist of both existing P3 advisers, as well as various industry participants that have long standing investment management experience and credentials. The investment committee has sometimes changed over time to reflect the ever changing cycles that markets inevitably go through, and also to provide fresh perspective on portfolio management.

Our Investment Philosophy

Our aim is to provide high quality portfolio advice at a competitive price no matter where you are situated in the cycle of life. Based on the outcomes of your risk analyses we will design a portfolio for you to align with your needs, objectives and personal circumstances. We have a unique pathway of diversified portfolios to help enable you to reach your goals. We utilise Exchange Traded Funds (ETFs) and direct shares to blend both passive and active investing philosophies. We also believe that capital protection and preservation is paramount for most investors.



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Our Investment Philosophy is underpinned by the following components:

1. **Conviction:** Leading and not following by having strong conviction with our investments.
2. **Capital Preservation:** Generating medium term returns while preserving capital with downside volatility protection.
3. **Purposeful Agility:** Proactivity with clients best interest in mind.
4. **Rules Based Framework:** Investing in high quality companies with a competitive advantage at a reasonable price.
5. **Benchmark Agnostic:** Included in this is a indices agnostic approach to keep pace with and exceed inflation. Real portfolios designed for real people, real people aren't interested in how we compare against an arbitrary benchmark, they want to know their wealth is growing.

Investment Process

Our Investment Committee have a two staged process when constructing your portfolio. Firstly, a top down analysis is used to determine sectors correlated with longer term macroeconomic themes. The top down analysis guides strategic and tactical asset allocation decisions along with any sectorial or thematic tilts.

After reviewing asset allocations, the committee analyses individual investments using a bottom up approach and externally sourced investment research to support investment selections and opportunities. This process aims to make high quality investments at a reasonable price in line with our Investment Philosophy using the following assessment criteria:

1. **Quality Filter:** Ability to invest capital to generate returns in excess of weighted average cost of capital over the long term.
2. **Competitive Advantage:** Companies with unique assets or intellectual property, customer & supplier Stickiness, and not easily substituted or eeplicated.
3. **Strength and History of Management:** Management track record of giving and meeting guidance or high insider ownership.
4. **ESG:** Considering the long term viability of investments with Environmental, Social and Governance factors in mind.
5. **Valuation:** Making quality investments at a reasonable price with a margin of safety. Selling when we believe stock has become overvalued or the investment thesis has changed.

Our Services

Foundations Portfolio – Suitable for either newer investors or those just commencing with a smaller balance. With a minimum Investment of \$10,000, this portfolio is managed using a range of 4 to 8 ETFs to achieve a well-diversified portfolio that is aimed for growth.

Expedition Portfolio – Once the investment journey begins to grow over \$75,000, we find so does the complexity of life. This portfolio is aligned for such complexities using 8 to 16 ETFs to attain diversification that is in line with your personal circumstances and objectives.



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Ascent Portfolio - With a portfolio over \$300,000 and well on your way in creating a healthy financial future this portfolio adds direct shareholdings and thematic ETFs to build off the established ETF foundation.

Summit Portfolio - Congratulations! Your portfolio is over \$750,000 and the joys of retirement seem just around the corner. With additional direct shareholding and thematic ETFs both capital growth and preservation can be achieved.

Pension Portfolio

Both our Ascent and Summit Portfolios can be modified once in retirement so that income needs can be met along with the preservation of wealth.

For more information, please see the “Investment Program” document that aligns with your specific risk profile and portfolio service.

MDA Fee Schedule

Fee Definitions:

- **MDA Fee:** The ongoing service arrangement amount charged by the Investment Manager. Fees are charged monthly and based on a flat rate or an annual percentage of your portfolio value calculated at the end of each month.
- **Management Expense Ratio (MER):** Each portfolio contains numerous Exchange Traded Funds (ETF's) to give diversification and exposure to tactical and thematic strategies. These ETF's inherently carry costs for the management, operating and transacting associated with running them. These costs are borne indirectly to investors through the ETF, known as the MER.
- **Transaction Fees:** Transaction Fees are the costs incurred at the brokerage when trading listed securities. Brokerage is paid by the client at a minimum of \$6.60 (inc GST) or 0.09% on all transactions. The below example is an average based on our historic activity when managing client portfolios both actively and passively. Consideration to these costs is always in the forefront of the Investment Committee's decision making.

Service Definitions:

- **Portfolio Monitoring:** This is the process of assessing the portfolio's Asset Allocations and individual holdings in the context of changing macroeconomic and company specific conditions. This is undertaken by members of the Investment Committee, at a minimum frequency as outlined below.
- **Reviews:** We are required to conduct a review at least every 13 months in order to assure that your Investment Program remains suitable for you.

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Summary of MDA Fees & Examples

	Foundations	Expedition	Ascent	Summit
Investment Amount	> \$10,000	> \$75,000	> \$300,000	> \$750,000
MDA Fee	\$12.95/ month	0.77%	\$0-\$300k: 0.77% \$301k-\$750k: 0.66%	\$0 - \$300k: 0.77% \$301k-\$750k: 0.66% \$751k-\$2m: 0.55% FUM above \$2m: No fees
Approximate MER Range	0.30% - 0.43%	0.30% - 0.43%	0.30% - 0.43%	0.30% - 0.43%
# of Holdings	4 - 8	8 - 16	16 - 32	32 - 40 +
Portfolio Monitoring	Monthly	Monthly	Weekly	Weekly
Reviews	Annual	Annual	Annual	Bi-annual
Fee Example (Per Annum)				
Example Balance	\$15,000	\$250,000	\$500,000	\$1,000,000
Example MDA Fee	\$155.40	\$1,925	\$3,630	\$6,655
Approximate MER (\$)	\$60	\$975	\$1,800	\$3,600
Approximate Transaction Costs	\$26	\$74	\$149	\$297
Approximate Total Cost	\$241.80	\$2,974	\$5,579	\$10,552



P3 Financial Planning Pty Ltd

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