



Representative Profile

VERSION 5.0

01 January 2021



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This document forms the second part of the Oreana Financial Services Guide. This FSG is divided into two parts and both parts must be read together. This document is designed to clarify who we are, what we do, and aims to help you decide whether to use our services.

Who We Are

Your financial advice specialists are Representatives of and offer services on behalf of Oreana Financial Services Pty Ltd, AFSL License No. 482234.

Jeremy Kells Authorised Representative
No. 321112

Mark Mitton Authorised Representative
No. 241855

The Financial Services that the above financial advice specialists offer are provided by Kells & Co Pty Ltd, ABN 70 136 022 921, trading as East Private Wealth, Authorised Representative (AR) No. 341510.

East Private Wealth specialize in providing advice to Executives, Professionals, Business Owners and Retirees. Our range of services and advice are designed to enhance your financial wellbeing and assist with managing your financial complexity, allowing you to focus on your business, family and/or retirement needs.

Oreana has authorised your advisors to provide you with this Financial Services Guide.

About Jeremy Kells

Jeremy Kells is a CERTIFIED FINANCIAL PLANNER™, a Fellow of the Governance Institute of Australia, holds a Bachelor of Commerce in Accounting and a Bachelor of Applied Finance in Banking & Finance from the University of South Australia, an Advanced Diploma in Financial Services (Financial Planning), and a Graduate Diploma in Applied Corporate Governance.

Jeremy Kells has worked in financial planning for over 16 years. With clients across Adelaide and regional South Australia, he works with a broad group of clients. He has served on numerous not-for-profit boards and audit committees, and has served a term in local government.

About Mark Mitton

Mark has a Diploma of Teaching, Bachelor of Education, Diploma of Financial Planning and is a CERTIFIED FINANCIAL PLANNER™ member of the Financial Planning Association.

Mark has been advising clients since 1990 under Godfrey Weston/Godfrey Pembroke. Mark brings significant professional knowledge and experience as well as an intimate understanding of the challenges facing business owners, medical specialists, executives and professionals.

As a trusted adviser, Mark has enjoyed working closely with his clients to put order, clarity and certainty into their personal lives by project managing each client's financial affairs and implementing agreed strategies.



What we do

We are authorised by Oreana Financial Services to provide financial advice in relation to:

- Wealth Accumulation
- Income & Asset Protection
- Tax Strategies
- Superannuation (Inc. SMSFs)
- Retirement & Redundancy Planning
- Estate Planning
- Government Benefits
- Debt Management
- Expatriate Financial Planning
- Margin Lending

What financial products and services are we authorised to provide?

We are authorised to provide financial product advice, general financial advice, and transact on your behalf (dealing) in relation to the following types of financial products: and deal to wholesale & retail clients in the following classes of financial products:

- Basic / Non-Basic Deposit Products
- Debentures, stocks or bonds issued or proposed to be issued by a government;
- Life products - Investment Life Insurance
- Life products – Life Risk Insurance
- Managed investment schemes, including Investor Directed Portfolio Services (IDPS)
- Retirement savings accounts ("RSA") products
- Securities;
- Superannuation;
- Standard Margin Lending

How we charge for our services

All fees and commissions are inclusive of GST and the fees could be greater than those disclosed below in complex cases. In these instances, we will inform you of the exact fee payable promptly in writing.

Schedule of fees

Type of advice	Fee charged
Initial consultation	Initial meetings are charged at a flat fee of \$385.
Initial advice (advice preparation and implementation)	<p>The fees will depend on the size of the investment portfolio and the complexity of the advice. We will charge an hourly fee of \$385 for the time taken.</p> <p>The initial advice fee comprise of two components:</p> <p>An advice preparation fee – charged for the preparation for a written Statement of Advice. Initial reports generally take between 10 to 15 hours. Therefore, the cost of the initial report is usually between \$3,850 and \$5,850. More complex advice is still charged by the hour but may sit outside this range.</p> <p>An implementation fee – charged for implementing the advice and recommendations. Implementation varies based on the complexity of the strategies to be implemented. These are again charged on an hourly basis and will be discussed prior to the engagement of our initial advice service.</p>

<p>Ongoing advice</p>	<p>We separate our ongoing service into two main areas.</p> <ol style="list-style-type: none"> 1. Ongoing Financial Management including the provision of strategic advice; and 2. Investment advice and ongoing portfolio management. <p>We have separated these to functions to enable us to effectively price services for clients who utilise external investment managers (industry funds, brokers, our MDA service) for the management of their investments, but still require financial management and strategic advice.</p> <p>Financial Management & Strategic Advice (Flat fee) If you elect to use our ongoing review service, our fee is based on the estimated time we spend doing work for a client each year at our hourly rate of \$385. The annual fee is generally between \$3,850 and \$16,500. In setting this fee we take into consideration the time it takes to;</p> <ul style="list-style-type: none"> • Provide a comprehensive report each year • Provide ongoing strategic and/or investment advice • Build, implement & maintain an investment portfolio including cash, term deposits, managed funds, property and/or listed investments • The size of the investment portfolio in terms of the quantity of investments held and the value of the portfolio • Liaise with stockbrokers, investment managers and superannuation fund administrators • Liaise with your accountant, and/or estate planning professional • To provide you the peace of mind and level of service that ensure your financial affairs are effectively dealt with. <p>The cost of the review fee will be outlined at the beginning of each 12-month period. On occasions there may be an additional fee charged of \$385 an hour for work done on specific tasks not anticipated by either the client or advisor.</p> <p>Investment Advice (Variable) Depending on the complexity and input we have regarding client's investment portfolios, we may charge up to 0.33% per annum based on the amount under advice. For example, an investment portfolio valued at \$500,000, the maximum ongoing fee would be \$1,650.</p>
<p>Ad hoc advice</p>	<p>The fees for the provision of ad hoc advice not covered by an Ongoing Service arrangement will be charged on an hourly basis at a rate of \$385.</p>

Insurance products	We will receive commission for our initial and ongoing services to you. Initial commission is between 0% and 66% and the ongoing commission is between 0% and 30% of the annual premium and is paid by the insurance product issuer to us.
Stamping fees	Where we receive stamping fees from issuer companies for raising capital or debt on behalf of that company, we will offset this payment against the cost of our advice to you.

How are we paid

Jeremy Kells

As a director of East Private Wealth, Jeremy is entitled to receive director fees or distributions from East Private Wealth. Jeremy does not receive any bonuses, benefits or additional payments for recommending specific products or providers and the remuneration scheme of which his is part has been designed to ensure that your interests are prioritised, conflicts are minimised and that my advice is not inappropriately influenced.

Mark Mitton

Mark, receives a salary as an employee of East Private Wealth. Mark may also receive a performance bonus based on criteria including the quality of his advice, his compliance with his ethical and professional obligation, client retention rates and his contribution to the financial performance of East Private Wealth. Mark does not receive any bonuses, benefits or additional payments for recommending specific products or providers and the remuneration scheme of which he is part has been designed to ensure that your interests are prioritised, conflicts are minimised and that my advice is not inappropriately influenced.

All fees and commissions disclosed in this FSG which are attributed to the services provided to you by us are paid to Oreana.

Oreana receives all fees and commissions payable for the services we provide and pays 100% of all the fees and commissions it receives to East Private Wealth.

Referral relationships

We work with a number of professional business that either refer clients to us, and or we refer clients to them. We do not pay, or receive any payments or benefits, for any of these professional relationship referrals.

Associated & related entities

The table below outlines the associated or related entities we are involved in and the details of



any direct or indirect benefit we may receive if we refer you to them. Regardless of any benefits we may receive, we will not refer you unless it is in your best interest and necessary for you to achieve your goals and objectives.

Name of Entity	Nature of relationship
Enhanced Asset Management Pty Ltd	This entity was established to run East Private's Managed Discretionary Account service, and secure the long term tenure of the portfolio manager for East Private Wealth. Jeremy Kells remains a 50% shareholder of this entity and as such may receive directors fee's, and or a share of any profits generated.

Payment of Fees

All fees and commissions disclosed in this FSG are paid to Oreana, who pays all fees and commissions it receives to East Private Wealth.

For more information on anything you have read in this document or if there is anything else, we can help you with, please contact us at:

Contact Us

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Website: www.eastprivate.com.au

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