

## ADVISER PROFILE

*Information about your Lifespan Adviser*

***This Adviser Profile is issued by Lifespan Financial Planning Pty Ltd (Lifespan), which holds Australian Financial Service Licence number 229892. This Adviser Profile forms part of the Lifespan Financial Services Guide (FSG) dated 8 December 2023. These documents should be read together. This document contains information regarding the Adviser listed below and is designed to help you to make an informed decision about the financial advice provided to you by the Adviser.***

***Lifespan has authorised its authorised representatives to provide this document to you.***

***iCare Financial Advisory Pty Ltd ABN 59 634 117 883***

is a Corporate Authorised Representative  
(No: 001279064) of Lifespan Financial Planning Pty Ltd ABN  
23 065 921 735 (AFSL: 229892)

***Adrienne Rush*** is an Authorised representative (ASIC  
No.001000925 of Lifespan Financial Planning Pty Ltd ABN 23  
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**iCare**  
FINANCIAL ADVISORY

### Your Adviser

Adrienne Rush is a Financial Adviser, an Authorised Representative of Lifespan Financial Planning Pty Ltd (Lifespan) and a director of iCare Financial Advisory Pty Ltd, a Corporate Authorised Representative of Lifespan Financial Planning Pty Ltd.

### Your Adviser's Authorisations

Adrienne is authorised to provide advice in relation to the following financial products:

- Deposit and Payment Products
- Government Debentures, Stocks or Bonds
- Life Products
- Managed Investment Schemes
- Retirement Savings Account Products
- Securities
- Superannuation
- Margin Lending
- Tax (financial) advice services

This means that Adrienne can assist you in meeting your financial planning needs and objectives in these areas, including:

- Aged Care Planning
- Retirement Planning
- Centrelink Advice
- Cashflow & Money Management
- Saving & Investing
- Superannuation
- Personal insurances
- Tax (financial) advice services

### Other Services

Lifespan is NOT responsible for advice and work associated with products and services where she is not acting as an authorised representative of Lifespan.

## Your Adviser's Experience

Adrienne's philosophy is to simplify financial decision-making and deliver exceptional service while building and nurturing relationships based on trust.

As a seasoned professional, Adrienne helps you make crucial financial decisions. She takes the time to understand your personal and financial circumstances and works closely with you to set your financial goals. Your financial plan is meticulously tailored to meet your needs and help you achieve those goals.

With extensive experience spanning over 30 years in the financial services industry, Adrienne has assisted clients at various life stages. She is particularly passionate about helping clients navigate the complexities of aged care, focusing on Retirement Planning and Aged Care Advice. In 2019, after Bendigo Bank discontinued its financial advisory services, Adrienne took the opportunity to establish her own business, iCare Financial Advisory.

Adrienne holds a range of tertiary and industry qualifications, including accreditation in Aged Care Planning advice. Her expertise and dedication to excellence have been recognised through numerous industry nominations, including:

- Winner of the 2021 Great Advice Award (Victoria)
- Finalist in the 2013 & 2014 Female Excellence in Advice Awards
- Money Management and Super Review Women in Financial Services Awards

## Cost of Advisory Services

We offer a complimentary 20-minute phone discussion to understand your financial circumstances better. During this call, we will outline how we can assist you and explain the process involved in preparing a financial plan.

Before proceeding with the financial plan, we will discuss the fee basis and agree on the method of charging. All fees are fully disclosed upfront in the Statement of Advice and the Product Disclosure Statement.

After the initial discussion, we will schedule a consultation meeting to gather the information needed to prepare a personalised Statement of Advice (financial plan).

## Mobile Services

To meet the needs of clients, we are mobile and may need to travel some distance. This service comes with fixed costs. We charge a minimal consultation fee of \$360 (including GST) to cover our cost and time, which will be disclosed during the initial phone discussion.

<b>Preparation of Statement of Advice (SoA)</b> (depending on complexity)	\$3,300 to \$6,600
<b>iCare Aged Care Service Options</b> 1 - Aged Care Consultation 2 - Aged Care Strategy Paper 3 - Aged Care Advice through a Statement of Advice	\$650 \$1,800 to \$3,240 Refer <b>SoA</b> preparation
<b>Implementation fee</b>	\$660 to \$2,200
<b>iCare Annual Review Service*</b> Depending on complexity <b>Or charged at a rate of \$360.00 per hour</b>	\$3,300 to \$6,600

**All fees include 10% GST. \*Annual Review Service explained in separate document.**

**All fees are payable to Lifespan. Lifespan retains 11% and pays iCare Financial Advisory 89%. Adrienne receives a salary and as a director/shareholder of iCare Financial Advisory is entitled to a Director's drawing and/or dividend if and when paid.**

## iCare Aged Care Service Options

At iCare, we offer a range of services to ensure our clients have choices tailored to their needs. Whether you need a simple explanation of the aged care process and fees, help with paperwork, or a detailed understanding of your financial position to meet aged care costs, we are here to assist. Here are the options available:

### Option 1: Aged Care Consultation

Adrienne provides a comprehensive overview of aged care in the comfort of your home, covering:

- An explanation of the rules, regulations, fees, steps, and processes involved in aged care.
- Answers to all your aged care-related questions.
- Assistance with the income and assets form required by Centrelink/DVA.
- Guidance on what you need to know and prepare for **aged care**, including relevant information and reasons.

### Option 2: Aged Care Strategy Paper

Building on the Aged Care Consultation, this option offers a detailed analysis of the options available to manage care costs. It includes:

- A review of your income and financial position to determine cash flow status (surplus or deficit).
- An overview of your current financial position.
- A strategy paper detailing options to manage care costs, minimize aged care fees, and enhance Age Pension entitlements.

### Option 3: Aged Care Advice through a Statement of Advice

This comprehensive option provides detailed aged care advice tailored to your financial situation, detailed in a **Statement of Advice** (financial plan). This includes:

- Recommendations for cash flow management, aged care payment options, and investment strategies.
- Assistance with completing and lodging forms on your behalf.
- Direct negotiation with aged care facilities to minimize fees.

**Please Note:** An implementation fee may apply when advising on investments or dealing directly with Services Australia on your behalf.



### Fee Examples

#### Example for Superannuation Advice

If you receive advice regarding superannuation, the SOA fee could be \$3,500, of which \$385 is retained by Lifespan, \$3,115 is paid to iCare Financial Advisory. If you have agreed on an annual review arrangement the review fee could be \$3,300 per annum, of which \$363 is retained by Lifespan, \$2,937 is paid to iCare Financial Advisory.

#### Example for Aged Care Consultation

If you engage our Aged Care Consultation Service, the fee is \$650 of which \$71.50 is retained by Lifespan, \$578.50 is paid to iCare Financial Advisory.

#### Example for Aged Care Advice

If you receive advice regarding Aged Care, the SOA fee could be \$3,500, of which \$385 is retained by Lifespan, \$3,115 is paid to iCare Financial Advisory.

If you receive advice regarding investments, the implementation fee could be \$1,500, of which \$165 is retained by Lifespan, \$1,335 is paid to iCare Financial Advisory.

If you have agreed on an annual review arrangement the review fee could be \$3,300 per annum, of which \$363 is retained by Lifespan, \$2,937 is paid to iCare Financial Advisory.

#### Example for Risk Products

If you receive advice regarding insurance and were charged an hourly rate of \$360 and invoiced for 7 hours of work the fee could be \$2,520 of which \$277.20 is retained by Lifespan, \$2,242.80 is paid to iCare Financial Advisory.

If you take out a life insurance policy with an annual premium of \$1,500, assuming the highest commission for the Upfront Option is selected at 66%, the upfront payment to Lifespan would be \$990.00, of which \$108.90 is retained by Lifespan, \$881.10 is paid to iCare Financial Advisory.

The maximum ongoing commission for the Upfront Option is currently 33% per annum which could result in a payment of \$330 per annum for as long as the policy remains in force, of which \$36.30 is retained by Lifespan, \$293.70 is paid to iCare Financial Advisory.

Where a level commission option is selected, it could be as much as 33%, or \$495, of which \$54.45 is retained by Lifespan, \$440.55 is paid to iCare Financial Advisory.

This commission has what is called a 'responsibility period' imposed by the risk product issuer. This means that if the policy is cancelled within the first 1-2 years of inception commission is returned to the product issuer by Lifespan.