



WHAT IF  
ADVICE  
+ ACCOUNTING

Financial Advice *for* life's possibilities



# FINANCIAL SERVICES *Guide*

Our guide to assisting you with  
your financial needs

Version 1.5.7 | 1st APRIL 24

# LET US GUIDE YOU

The purpose of this Financial Services Guide (FSG) is to help you make an informed decision about the services we offer and whether they are appropriate to meet your needs. This FSG provides you with important information on how to engage with one of our Advisers.

This FSG covers the following:

- Information about Beryllium Advisers Pty Ltd as a licensee
- Details on how you may instruct your Adviser
- Who will be responsible for providing the financial services
- Details of the financial services and/or products Beryllium Advisers Pty Ltd can provide
- The documents you may receive
- Remuneration received by your Adviser
- Other forms of remuneration or benefits
- Privacy (i.e. collection and handling of your personal information)
- The complaints procedure
- Compensation arrangements in place

Please take the time to review this document before engaging our services.

Throughout this FSG, Beryllium Advisers Pty Ltd is referred to as “we”, “us”, “our” or any variations. The term “Adviser” refers to Beryllium Advisers Pty Ltd’s authorised representatives. What If Advice is referring to What If Advice Pty Ltd, WIAA Pty Ltd and Property Projects Holding Pty Ltd who are all authorised representatives of Beryllium Advisers Pty Ltd.

## LACK OF INDEPENDENCE

Under the Corporations Act, I am prevented from using the terms independent, impartial, and unbiased as both my Licensee and I receive commissions for the advice that I provide on life insurance products and may charge fees based on the amount of money invested.

*Beryllium Advisers Pty Ltd (ABN 30 646 510 769), is an Australian Financial Services Licensee (AFSL 528250). Distribution of the Financial Services Guide (version 1.5.7) by the providing entity has been authorised by Beryllium Advisers Pty Ltd.*  
*FSG Authorisation date: 1st April 2024*

## OUR RESPONSIBILITY

Your Adviser provides financial advice and services on behalf of Beryllium Advisers Pty Ltd and accordingly we are responsible for the financial advice and services they provide.

Our Advisers are committed to providing quality financial advice and a wide choice of products and/or services to suit individual client circumstances.

Your Adviser is obliged by law to act in your best interests and provide appropriate advice, when providing financial advice to you.

As part of our commitment to you, Beryllium Advisers Pty Ltd advisers adhere to our Codes of Ethics/Conduct.

## THE ADVISER PROFILE

Prior to providing any personalised financial advice products and/or services our Advisers are required to provide you with a copy of this FSG along with an Adviser Profile.

The Adviser Profile contains important information about your Adviser. This includes their Authorised Representative number and/or Corporate Authorised Representative number (if applicable), accreditations, qualifications and experience, areas of advice and types of financial services they can provide, details of how they get paid and fees that you may be charged.

## WHAT FINANCIAL SERVICES WE CAN PROVIDE

Beryllium Advisers Pty Ltd is licensed to provide financial product advice on the following services:

- Wealth creation strategies
- Life insurance advice
- Superannuation strategies
- Debt reduction strategies
- Cash flow management
- Retirement planning
- Aged care strategies
- Estate planning strategies
- Tax (financial) advice

We can advise in the following products:

- Basic deposit products
- Debentures, stocks and bonds
- Life insurance (personal and business)
- Managed investments
- Investor Directed Portfolio Services (IDPS)
- Retirement Savings Accounts (RSA)
- Securities
- Superannuation
- Self-managed superannuation

Beryllium Advisers Pty Ltd maintains an Approved Product List (APL). Subject to attaining required accreditation, your Adviser is able to recommend any product on the Beryllium Advisers Pty Ltd APL.

There may be instances where your Adviser will need to consider products outside of the APL. In these cases, your adviser may apply to Beryllium Advisers Pty Ltd's Research Department to obtain a one-off product approval.

## DOCUMENTS YOU MAY RECEIVE

If you decide to obtain personal financial advice, your Adviser will need to determine your needs, objectives and relevant financial circumstances.

At the initial advice appointment, your Adviser will typically gather the relevant information by using a client data collection form. You will be asked to provide accurate information about your personal and financial situation and keep your Adviser informed of any changes to your relevant circumstances.

Your Adviser will also need to verify your identity. When your Adviser provides personal financial advice to you, you may receive one or more of the following documents:

- Letter of Engagement
- Statement of Advice (SoA)
- Record of Advice (RoA)
- Product Disclosure Statement (PDS)
- Fee Disclosure Statement (FDS)
- Renewal Notice
- Fee Consent Form

These documents may be provided physically or electronically.

The SoA will set out the advice that has been tailored to your specific circumstances and provide you with details of all relevant disclosures including details of any remuneration payable.

Where you receive ongoing or further advice a RoA may be provided.

A PDS will be provided if a product recommendation is made and includes detailed information on the financial product including features, benefits, conditions, costs and cooling off rights (if applicable).

An FDS will be issued to you in instances where you enter into an Ongoing Fee Arrangement with your Adviser for a period greater than 12 months. The FDS will contain information about the services you were entitled to receive, the services you actually received and the fees you paid during the period as well as a summary of the expected fees and services for the next period. The FDS will be provided to you annually.

A Fee Consent Form is a document required to capture your consent to a fee being charged or continuing to be charged, it may be generated by us, or a form provided by your chosen product provider.

You may request in writing a copy of any advice document up to seven (7) years after the advice has been given.

## HOW TO GIVE INSTRUCTIONS

Your Adviser may accept your instructions by phone, letter, email, "SMS/text" or fax. In some instances, your Adviser can only accept written instructions from you and they will let you know when this occurs.

## YOUR PRIVACY

Your Adviser is required to maintain physical or electronic records of documentation for any financial advice given to you, including information that personally identifies you and/or contains information about you.

These records are required to be retained for at least seven (7) years. If you want to access your personal information at any time, please let us know.

You have the right to not provide personal information to your Adviser. However, in this case, your Adviser will warn you about the possible consequences and how this may impact on the quality of the advice provided. Additionally, your Adviser may also decline to provide advice if they feel they have insufficient information to proceed.

We will also collect information from you to meet our obligations under the Anti-Money Laundering and Counter-Terrorism Financing Act.

We will generally collect this information directly from you however in some cases we will seek your authority to collect if from other parties such as your accountant or your superannuation fund.

Beryllium Advisers Pty Ltd respects your privacy and is committed to protecting and maintaining the security of the personal and financial information you provide us. For detailed information on how we handle your personal information, please see our Privacy Policy.



# DISCLOSURE OF INFORMATION

Throughout the advice process, your personal information may be disclosed to other services providers. These may include:

- Financial product providers
- Financial planning software providers
- Administration and paraplanning service providers
- IT service providers

Beryllium Advisers Pty Ltd may engage third party service providers to assist in the provision of products or services. Some services may require disclosure of personal information to service providers outside Australia. The purpose of such disclosure is to facilitate the provision of financial services including the preparation of financial advice documents for Beryllium Advisers Pty Ltd advisers. All reasonable steps will be taken to ensure that offshore service providers comply with the Privacy Act 1988.

## ADVISER REMUNERATION

The cost of providing a financial product or service to you will depend on the nature and complexity of the advice, financial product and/or service provided. Generally, whenever your Adviser provides a recommendation for a financial product or service, your Adviser may be remunerated through either:

- An initial fee for service; or
- An ongoing fee for service; or
- A contribution fee or implementation fee; or
- Commission payments from product providers where applicable; or
- A combination of any of the above.

Fees can range from \$500 to \$20,000 depending on the work requested- due to this range your adviser will quote any and all costs. Prior to preparing any advice or providing financial services to you, we will discuss and agree upon all fees that will apply.

Where an insurer pays a commission, this may be up to 66% of your first-year premium initially and up to 33% of your ongoing premium in subsequent years. For example, a \$1,000 premium would mean \$660 in initial and \$330 in ongoing commission.

All fees or commissions are initially paid to Beryllium Advisers Pty Ltd before distributing to our authorised representatives.

## LICENSEE REMUNERATION

Beryllium Advisers Pty Ltd receives a flat fee for the provision of services required under its Australian Financial Services Licence.

## REFERRALS

Should you be referred to your adviser by a third party, such as an Accountant or Mortgage Broker, the third party may receive a fee for the referral. You will receive more detailed information concerning any referral fee in your SoA or other relevant document.

## OTHER FORMS OF REMUNERATION OR BENEFITS

Beryllium Advisers Pty Ltd and/or its Advisers may receive non-monetary benefits where:

- The amount is less than \$300 and identical or similar benefits are not given on a frequent basis;

- The benefit has a genuine education or training purpose (including attendance at conferences) and is relevant to providing financial product advice; and/or
- The benefit consists of the provision of information technology software or support and is related to the provision of financial product advice in relation to the financial products issued or sold by the benefit provider

Payments or benefits received are disclosed in a register. A copy of the register is available upon request.

## RELATED COMPANIES

Neither your Adviser nor the Licensee have any association or relationship with the issuers of financial products that might reasonably be expected to be capable of influencing them in the provision of financial services.



## SPONSORSHIP

Beryllium Advisers Pty Ltd and its related companies may receive payments or benefits from product providers in return for granting rights such as being recognised as a sponsor and the right to promote their product and give presentations at conferences and/or professional development training days.

Beryllium Advisers Pty Ltd may use these payments to pay for costs associated with such conferences, training or professional development days.

## PROFESSIONAL INDEMNITY

Beryllium Advisers Pty Ltd maintains a group policy which includes appropriate Professional Indemnity Insurance cover for Beryllium Advisers Pty Ltd as required by the Corporations Act 2001. This covers all corporate authorised representatives (CAR) and authorised representatives (AR) as per the ASIC register.



## REPORTING YOUR CONCERNS

If you have a complaint about any financial service provided to you by your Adviser, you should take the following steps:

1. Contact Beryllium Advisers Pty Ltd to discuss your complaint.

Phone 1800 262 258  
Online [www.beadvisers.com.au](http://www.beadvisers.com.au)  
Email [feedback@beadvisers.com.au](mailto:feedback@beadvisers.com.au)  
Postal Feedback – Beryllium Advisers  
PO BOX 1100  
Toowong DC Q 4066

2. We will acknowledge receipt of a complaint immediately, however, where this is not possible, acknowledgement will be made as soon as practicable.

3. We will then investigate the complaint and respond to you within 30 days. Some complex matters may require an extension to thoroughly investigate the complaint and bring it to resolution.

4. If you are not fully satisfied with our response, you have the right to lodge a complaint with the Australian Financial Complaints Authority (AFCA). AFCA provides fair and independent financial services complaint resolution that is free to consumers.

The contact details for AFCA are:

Phone 1800 931 678 (free call)  
Online [www.afca.org.au](http://www.afca.org.au)  
Email [info@afca.org.au](mailto:info@afca.org.au)  
Mail GPO Box 3  
Melbourne VIC 3001

Furthermore, the Australian Securities and Investments Commission (ASIC) has a free of charge info line on 1300 300 630, which you may use to obtain information about your rights and to make a complaint.

# Beryllium

ADVISERS

## CONTACT US

1800 262 258  
[operations@beadvisers.com.au](mailto:operations@beadvisers.com.au)  
[www.beadvisers.com.au](http://www.beadvisers.com.au)  
PO BOX 1100 Toowong DC Q 4066

### For more information:

Please visit [moneysmart.gov.au](http://moneysmart.gov.au) for more information on financial advice.

# ADVISER PROFILES

## ADVISER PROFILE/S

### Conaill Keniry

Authorised Representative Number: 1004356

ckeniry@whatifadvice.com.au

0423 121 625

#### Advice Authorisations

Conaill Keniry is authorised by Beryllium Advisers to provide financial services, including advice or services in the following areas:

- Basic and non-basic deposit products
- Debentures, stocks and bonds
- Life insurance (personal and business)
- Managed investments
- Investor Directed Portfolio Services (IDPS)
- Retirement Savings Accounts (RSA)
- Securities
- Superannuation

I am NOT authorised by Beryllium Advisers to provide advice or services in the following areas:

- Margin Lending

#### About Me

After a number of years as an employed planner, both in the banking and non-aligned channels, Conaill started his own practice – What if Advice. With a background in both property and share trading, the switch to financial planning was an organic one. Conaill learnt the ropes working for one of Australia's largest planning companies, AMP. Graduating top of his intake in the Horizon's program and quickly found his feet as a planner.

Looking to be able to help more clients, more efficiently and with a broader scope – Conaill moved away from the banks and took up a role as a Senior Financial Advisor with Investors Direct. Specialising in Self-Managed Super Funds, high net worth clients, and the average Australian property investor. During this time Conaill also ran a number of workshops and webinars, with huge success running his 'Financial Planning 101 workshop: what you should have been taught at school about money' – and 'Self-Managed Super Fund Workshop' – to a full house every month.

Whether it was a young couple or a savvy investor, it was clear the average Australian didn't fully understand what a Financial Adviser did and how they could help – which gave Conaill the inspiration to start 'What if Advice'. A firm more focused on the client's goal or financial problem. 'What if you could retire earlier' or 'What if you couldn't work due to injury'.

#### PRACTICE DETAILS

##### Company Name

WIAA PTY LTD T/A WHAT IF ADVICE + ACCOUNTING

##### Corporate Authorised Representative Number

1295544

##### Company ABN

45 657 180 535

##### Business Address

Level 3, 54 Jephson Street,  
Toowong QLD 4066

##### Website

www.whatifadvice.com.au



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## ADVISER PROFILE/S

# Benjamin Collins

Authorised Representative Number: 1004347

[bcollins@whatifadvice.com.au](mailto:bcollins@whatifadvice.com.au)

0402 617 118

## PRACTICE DETAILS

### Company Name

WIAA PTY LTD T/A WHAT IF ADVICE +  
ACCOUNTING

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Toowong QLD 4066

### Website

[www.whatifadvice.com.au](http://www.whatifadvice.com.au)

## Advice Authorisations

Benjamin Collins is authorised by Beryllium Advisers to provide financial services, including advice or services in the following areas:

- Basic and non-basic deposit products
- Debentures, stocks and bonds
- Life insurance (personal and business)
- Managed investments
- Margin Lending
- Investor Directed Portfolio Services (IDPS)
- Retirement Savings Accounts (RSA)
- Securities
- Superannuation

I am NOT authorised by Beryllium Advisers to provide advice or services in the following areas:

- None

## About Me

Benjamin has a wealth of experience in the financial services sector through his experience at CBA, AMP and Suncorp.

In 2017, After 4 years working for larger organisations, Benjamin decided to start a boutique financial advice firm to allow him to spend more time with each individual client on their specific goals.

He has a keen interest in helping early accumulators and small business clients on their journey towards financial independence.

Benjamin specialises in helping clients create a solid financial base by ensuring they understand their cash flow, have a retirement fund that meets their need, are financially protected from unforeseen events like illness, injury, death and disability.



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## ADVISER PROFILE/S

### Luke Morris

Authorised Representative Number: 1271688

lmorris@whatifadvice.com.au

0404 512 967

## PRACTICE DETAILS

### Company Name

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ACCOUNTING

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### Business Address

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Toowong QLD 4066

### Website

www.whatifadvice.com.au

## Advice Authorisations

Luke Morris is **authorised** to advise and deal in the following financial services on behalf of Beryllium Advisers:

- Deposit and Payment Products- Including Non-basic Deposit Products
- Government Debentures, Stocks or Bonds
- Life Products – Investment & Personal
- Managed Investment Schemes
- Investor Directed Portfolio Services (IDPS)
- Retirement Savings Account Products (RSA)
- Securities
- Superannuation

I am **not authorised** by Beryllium Advisers to provide advice or services in the following areas: •

- Standard Margin Lending Facility

## About Me

Luke has been a part of the financial services industry since 2018 working as a financial adviser for a boutique, self-licenced firm.

Luke enjoys being a part of people's journey to financial freedom and helping them achieve their financial goals. In particular, Luke has a strong passion for those in agriculture and rural communities.



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## ADVISER PROFILE/S

# Leigh Smith

Authorised Representative Number: 470946

lsmith@whatifadvice.com.au

## PRACTICE DETAILS

### Company Name

WIAA PTY LTD T/A WHAT IF ADVICE +  
ACCOUNTING

### Corporate Authorised Representative Number

1295544

### Company ABN

45 657 180 535

### Business Address

Level 3, 54 Jephson Street  
Toowong QLD 4066

### Website

www.whatifadvice.com.au

## Advice Authorisations

Leigh Smith is **authorised** to advise and deal in the following financial services on behalf of Beryllium Advisers:

- Deposit and Payment Products- Including Non-basic Deposit Products
- Government Debentures, Stocks or Bonds
- Life Products - Investment & Personal
- Managed Investment Schemes
- Investor Directed Portfolio Services (IDPS)
- Retirement Savings Account Products (RSA)
- Securities
- Superannuation including SMSF
- Standard Margin Lending Facility

I am **NOT authorised** by Beryllium Advisers to provide advice or services in the following areas:

- None

## About Me

Leigh is married with three children (all girls) which keeps him busy with various sporting endeavours. He is an NRL supporter following both the Newcastle Knights and the NSW Blues. Unfortunately, his family supports the Brisbane Broncos and Qld Maroons, which makes an interesting time when these teams clash.

If he is not watching football, you will find by the BBQ where he has a passion for cooking steaks and various meats. You will not find trying to fix anything around the house because a handyman he is not.

Leigh is a former accountant who made the career transition to become a financial advisor back in 2011. He worked for many institutions including CBA, Wilson's, accounting firms and private wealth firms. Recently he worked in a boutique financial advice firms dealing with high net worth individuals. He likes dealing with all ranges of the advice spectrum and likes taking away the complexity for clients and giving them comfort they are on track and when things get tricky in markets, being there for them in times of need and holding their hand through these tough times. He has a masters in business specialising in financial planning and is a CPA Accountant.



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## ADVISER PROFILE/S

# Rebecca Anne Dillon-Hensby

Authorised Representative Number: 1004032

bec@whatifadvice.com.au

0422 092 481

### Advice Authorisations

Rebecca Anne Dillon-Hensby **is authorised** to advise and deal in the following financial services on behalf of Beryllium Advisers:

- Deposit and payment products – Basic Deposit
- Government Debentures, Stocks and Bonds
- Life insurance products (Investment and Personal)
- Managed investments
- Investor Directed Portfolio Services (IDPS)
- Retirement Savings Accounts (RSA)
- Securities
- Superannuation
- Self-managed superannuation

Rebecca Anne Dillon-Hensby is **NOT authorised** to advise or deal in the following financial services:

- Standard Margin Lending facilities

### About Me

Rebecca has been a part of the financial services industry for approximately 9 years, learning the ropes working with organisations such as CBA and Wealth Enhancers.

Wanting to better support her clients, Rebecca branched out into the world of money coaching – helping clients to understand why it is that they behave with money the way that they do and cultivate great money management skills to support their needs. Throughout this time Rebecca developed a keen interest in behavioural finance and how money mindset can play a major role in someone's financial success.

Rebecca's main focus is in helping clients to connect with what it is that they want for their lives and discover what is important to them. Rebecca provides financial coaching and advice to support people in using their money as a tool to bring their goals to fruition and live a life that is in alignment with their values and what is truly important to them.

## PRACTICE DETAILS

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### Company ABN

45 657 180 535

### Business Address

The Commons QV, 3 Albert Coates Ln  
Melbourne VIC 3000

### Website

www.whatifadvice.com.au



## ADVISER PROFILE/S

# Ashley Bishop

Authorised Representative Number: 1006908

abishop@whatifadvice.com.au

0497 781 018

## PRACTICE DETAILS

### Company Name

WIAA PTY LTD T/A WHAT IF ADVICE +  
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### Corporate Authorised Representative Number

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### Company ABN

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### Business Address

The Commons QV, 3 Albert Coates Ln  
Melbourne VIC 3000

### Website

www.whatifadvice.com.au

## Advice Authorisations

Ashley Bishop is **authorised** to advise and deal in the following financial services on behalf of Beryllium Advisers:

- Deposit and Payment Products- Including Non-basic Deposit Products
- Government Debentures, Stocks or Bonds
- Life Products - Investment & Personal
- Managed Investment Schemes
- Investor Directed Portfolio Services (IDPS)
- Retirement Savings Account Products (RSA)
- Securities
- Superannuation
- Self-Managed Super Funds

Ashley Bishop is **not authorised** by Beryllium Advisers to provide advice or services in the following areas: •

- Standard Margin Lending Facility

## About Me

Ashley started in Financial Advice in 2014, initially starting in a large nationwide advice firm before moving to a smaller boutique advice firm, prior to joining What If. He moved to Melbourne in 2013, having spent many years living in London beforehand, and New Zealand, where he is from originally. Ashley is a Certified Financial Planner (CFP).

Ashley's approach is taking complex information and making it relatable to you. He has strong technical knowledge over a broad range of strategies, is a great listener and will ask the right questions to understand what you want to achieve. He'll then go away and put together a strategy and plan to help you reach your goals. Ashley puts real focus on ensuring you not just understand your financial plan but that you feel confident in it.

Outside of work Ashley enjoys time with friends and his partner, and training and competing in Brazilian Jiu Jitsu, where he gained his blue belt in December 2022. He also enjoys yoga, hiking and surfing (poorly).

