



Business Services

Cosgrove & Co

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Balanced Investment Strategies

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Who we are

Cosgrove & Co Pty Ltd was formed by Brian Cosgove in 1997 and, in conjunction with our financial planning arm Balanced Investment Strategies, the two companies operate out of our Palm Beach office on the Gold Coast, Australia.

Balanced Investment strategies (AFSL No. 314 365) was formed as a complimentary company to Cosgrove & Co Pty Ltd in response to a growing demand for financial planning services from our own accounting clients.

Together, the Cosgrove & Co and BIS team provide a comprehensive and objective financial management service. Our aim is to help you find the right balance with all your financial affairs. Rather than simply addressing our clients' immediate requirements, we analyse the 'bigger picture' and address medium and long-term goals and objectives.

Our Philosophy

We believe it is our responsibility to provide highly ethical, independent and professional advice that significantly benefits our client's long-term situation. We focus on providing the right advice for each and every client as well as assisting in the implementation of our recommendations.

We understand that our client's requirements may range from an individual tax return to intricate financial plan. We therefore provide customised service offerings for our clients whilst ensuring their needs are met in a timely and cost-effective manner.

We take a holistic approach that brings together important areas such as your tax and business structures, your cash flow, loans, insurances, estate plan, and your investment preferences to develop a strategic plan that you understand and can take ownership of.

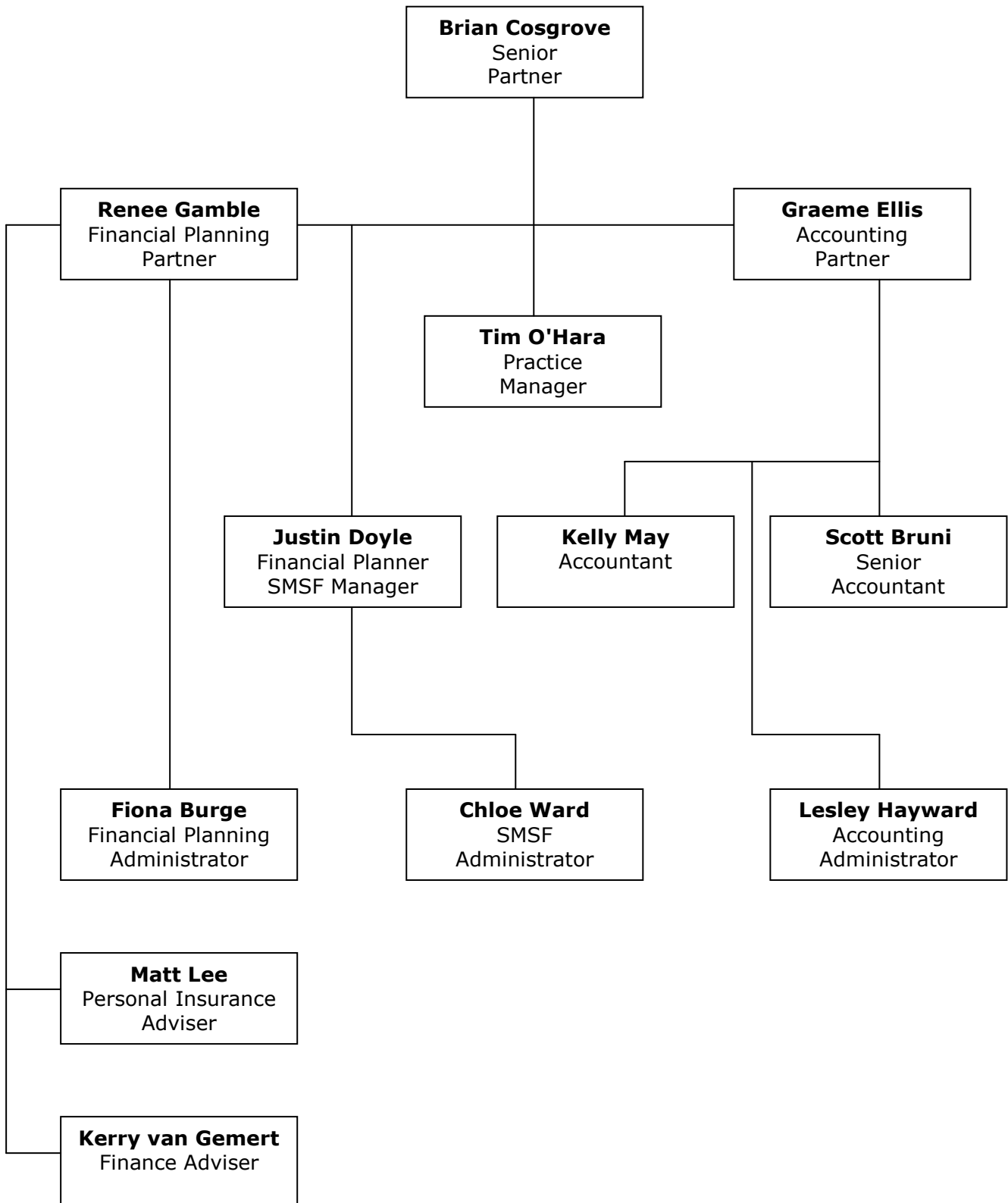
Primarily, we will identify what is important to you and then help you 'make smart decisions' about how to achieve your objectives.

Value Proposition

We are a Financial Services firm striving to give you financial peace of mind. We will do this by providing tailored financial solutions that maximise the probability that you will achieve your financial goals.

We will be held accountable for the delivery of solutions appropriate for your needs.

Organisational Chart



What we do

Accounting & Taxation

As the holder of a Tax Agents License our services cover most areas of personal taxation, trusts and companies, and incorporates both compliance and planning. We give tailored, clear and practical tax advice which is periodically reviewed to ensure it remains appropriate to your needs and effective in light of ever changing tax laws.

We provide Accounting, Taxation and management services to Individuals, Partnerships, Trusts, Date of Death and Deceased Estates, Superannuation Funds and Companies and other compliance services as required.

The firm's accountants are:

- Brian Cosgrove B.Comm, CPA, SPAA
- Graeme Ellis B.Bus (Acc), CPA
- Scott Bruni B.Bus (Acc), CPA
- Kelly May B.Bus (Acc), A.S.A.
- Justin Doyle Ad Dip PS (FP), B.Bus (HRH), B.Psych (Hons)

Services

- Tax Planning
- Business Planning
- Capital Gains Advice
- GST Management
- MYOB/Quickbooks
- Individual Tax Returns
- Company & Trust Tax Returns
- Super Fund Tax Returns
- BAS/IAS Management
- Company Directors Advice
- Bookkeeping Advice
- Tax Audit Assistance

Superannuation

We offer a variety of superannuation related services and specialise in providing strategic financial planning advice and administration services to self managed superannuation fund (SMSF) trustees.

Services

- Superannuation advice
- Pension planning
- Contribution strategies
- Self managed super fund administration
- Auditing and accounting
- Investment strategy development and implementation

Financial Planning

By law, when an adviser provides personal financial advice they must hold an Australian Financial Services License (AFSL) or be an authorised representative of an AFSL holder. Balanced Investment Strategies (BIS), a wholly own subsidiary of Cosgrove & Co, holds its own AFSL.

Personal financial advice is financial product advice where the provider of the advice takes into consideration a person's objectives, financial situation and needs.

The advice we provide is not influenced by any investment providers and we have no commercial links to other institutions.

The authorised representatives of BIS who provide personal financial advice are:

- Brian Cosgrove B.Comm, CPA, SPAA
- Renee Gamble Ad Dip PS (FP)
- Justin Doyle Ad Dip PS (FP), B.Bus (HRH), B.Psych (Hons)

Strategy & Structure

Our philosophy includes the idea that it is important to firstly develop a sound strategy for our clients and secondly, structure their affairs correctly. This ensures any financial plan has a solid foundation, and with regular monitoring, can deliver on expectations. The benefits of this include reducing costs, saving tax and improving cashflow.

Services

- Investment advice
- Retirement planning
- Estate planning
- Insurance advice
- Cashflow management
- Centrelink planning
- Mortgage broking services
- Post retirement planning

Investment advice

When building our clients investment portfolios we take a cautious approach, with the emphasis on long term results. We have developed a clear approach to investing, more consistent with our philosophy of Strategy, Structure and Investment.

Asset Class Investing

Asset Class Investing is a sound approach to building wealth over the long term while incorporating tolerance for risk. Asset Class Investing is based on spreading investments over differing asset classes, whether it be fixed interest or equities, domestic or international – providing diversity to create a portfolio built for all climates.

Why this approach?

- Studies have shown that 90% of investment returns are generated through asset allocation - only 10% comes from the individual stock selection;
- Active investment managers, who market themselves as investment experts, are often expensive and regularly underperform the market after their costs are taken out; and,
- An Active manager who outperforms the market in one year rarely repeats this in ensuing years.

Successful investing means capturing the risks that will provide your expected return and reducing risks that do not. We want to ensure our clients capture the returns that the market gives over time.

We realise that you cannot control markets, so we seek to manage the things that can be controlled: fees and taxes.

When the investment mix is accurate, your portfolio will then:

1. Reflect your investment time frame and tolerance to risk
2. Provide the correct level of liquidity and
3. Provide you with the expected return.

Benefits of this approach

1. Reduction in investment fees
2. Potential Capital Gains are better managed
3. A far greater understanding of the hows and whys of investing
4. Less reliance on a "wonderboy" fund manager picking this years winner
5. Far greater liquidity
6. Greater investment discipline and better results

Retirement Planning

Only about one-third of Australians are actually saving enough to meet their retirement goals. If you are relying purely on an age pension to fund your retirement years, get ready to take a big pay cut. Government pensions are designed to replace a minority proportion of your working income.

You know where your income is coming from today but do you know where it will come from in retirement? The money you live on in retirement will likely come from your super, Social Security, personal savings and or part-time work.

The amount that you need to save between now and retirement depends on what you might receive from your pension and Social Security, and what your investments could earn between now and the time you retire.

Many retirees depend on part-time work as a major source of their retirement income. So, if you do not plan to work during your retirement, you may well need to reassess your superannuation to determine whether you are saving enough to meet your retirement objectives.

Some of the other things to consider are:

- The earlier you plan to retire, the longer your money will need to last
- Whether your home and any other large debts will be paid off
- Whether you will work part-time or on a casual basis in retirement
- What you want to do in your retirement years and how much this will cost
- What capital expenses you will have in retirement (e.g. a new car, house repairs), and how much you will need for these expected, as well as unexpected, expenses

Estate Planning

Estate planning is a process designed to help protect the wealth you have built over your lifetime so that it is distributed smoothly according to your wishes. More than just a Will, an estate plan also takes into account your superannuation and powers of attorney as well as assets held solely in your name or jointly with others, or assets held in private companies or trusts.

Who needs estate planning?

If you **own** anything or **have people who rely on you** it is a good idea to have an Estate Plan. The more complicated your personal and financial affairs, the more important it is. You should also review your Estate Plan at least once every three years and whenever your circumstances change, such as:

- getting married, living with a partner, separating or getting divorced
- when you have children or step-children
- buying real estate or other valuable assets
- buying, selling or operating a business
- if you have superannuation (most people are unaware that your super is not covered by your will)

- if you have family members with special needs or children who are vulnerable
- if you set up a family trust or company
- if you are unable to make decisions, financial or otherwise, on your own behalf

Post Retirement Planning

Navigating through the later stages of life can sometimes be difficult and there is often a reliance on children to provide solutions for their aging parents.

Planning for this time gives you the opportunity to make the decisions and put in place a plan to ensure your comfort and greatly reduce the burden and stress on your family.

We provide holistic advice to families on issues such as Wills, Enduring Power of Attorney, Testamentary Trusts, Advanced Health Directives, entry into aged care facilities, accommodation bond advice, Centrelink assistance, guardianship and financial management.

Consideration should be given to:

- where you would like to live
- what support services you may need
- who will make the decisions for you in the event that you are mentally or physically incapacitated
- your Estate Planning strategy adequately reflecting your wishes

Services

- Reviewing your existing Estate Planning Strategy
- Assistance in entering aged care facilities
- Accommodation Bond advice
- Assistance in dealing with Centrelink
- Queensland Civil and Administrative Tribunal (QCAT) requirements
- NSW Trustee and Guardian requirements

How we work

It is important to establish early that the client and adviser are satisfied they will be able to work together over the long term. We will present information on all the services we provide and how they are provided, and highlight the fact that both parties will have obligations to fulfil.

Most importantly, it is essential that clear lines of communication are maintained between both parties.

Accounting & Taxation

Although we do individual tax returns this is not an area of the business we are looking to expand. Essentially we are looking for clients with tax structures such as companies, trusts, partnerships or super funds. Individual tax returns are an added service for these clients.

For an initial interview clients will be asked to provide:

- Previous tax returns and/or financials
- Any other information they think might be relevant

Once both parties are satisfied that they can work together we will create an action plan and follow all the steps required to move the client onto our lodgement list.

Depending on the scope of annual taxation and accounting work clients may be directed to have all information to us by a certain date. We do this in the interest of efficiency and avoiding any unnecessary delays in completing work.

We use the Banklink service for many of our accounting and self managed superannuation fund clients. In most circumstances this can be the most efficient and hassle free way of supplying us with the necessary data to enable the processing of taxation and accounting compliance work.

SMSF Administration

The Trustees of a SMSF have the ultimate responsibility for the operation and administration of their fund. With increasing scrutiny by the ATO it is imperative for trustees to make certain they have fulfilled their obligations that arise from these responsibilities.

To ensure all the relevant tasks are completed to guarantee the compliance of a SMSF we enter into a formal services agreement with all our trustees which details all the tasks and assigns responsibility for those tasks. The minimum commitments for both parties under any agreement are:

Trustee	Adviser
<ul style="list-style-type: none"> • Attending at least one formal review meeting with us each year • Providing us with all relevant fund information in a timely manner • Maintaining open lines of communication with us 	<ul style="list-style-type: none"> • Formally review the progress of your fund and address any compliance issues with you • Complete your fund's accounting and tax return in a timely manner • Ensure your fund is independently audited each year

For more information on starting a SMSF see 'Running Your SMSF' which is located in the Document Library on our website www.cosgroveco.com.au.

Financial Planning

Our aim is to deliver the most appropriate and effective services to our clients that will satisfy their short, medium and long term financial goals.

To achieve this we need to satisfy 3 key objectives:

1. Identification of our client's needs;
2. Deliver solutions that meet those needs;
3. Ensure the solutions remain relevant by employing a process of continual monitoring and review.

The development of a financial planning strategy is based around a three meeting process.

Meeting 1

- About Balanced Investment Strategies and Cosgrove & Co
- Client information collection
- Establish needs and goals

Meeting 2

- Present strategy options
- Questions and answers
- Refine needs and goals

Meeting 3

- Present financial plan
- Establish KPIs
- Set review program

Commitments

Financial planning is a collaboration between adviser and client in which both parties must make a commitment to fulfil certain obligations to ensure clients achieve their ultimate financial goals.

Client commitments:

1. attend at least one formal review meeting with us each year;
2. providing us with all the information relevant to their financial situation; and
3. maintaining open lines of communication with us.

Our commitments:

1. conduct regular formal meetings at which we will review the progress of client financial plans and set goals for the period ahead. This way we can track performance in relation to goals and our performance as the adviser;
2. manage and administer investment portfolios and responding to any enquiry within 24 hours; and
3. supply consolidated investment reports to give a snap shot of a portfolio and liaising with accountants at tax time.

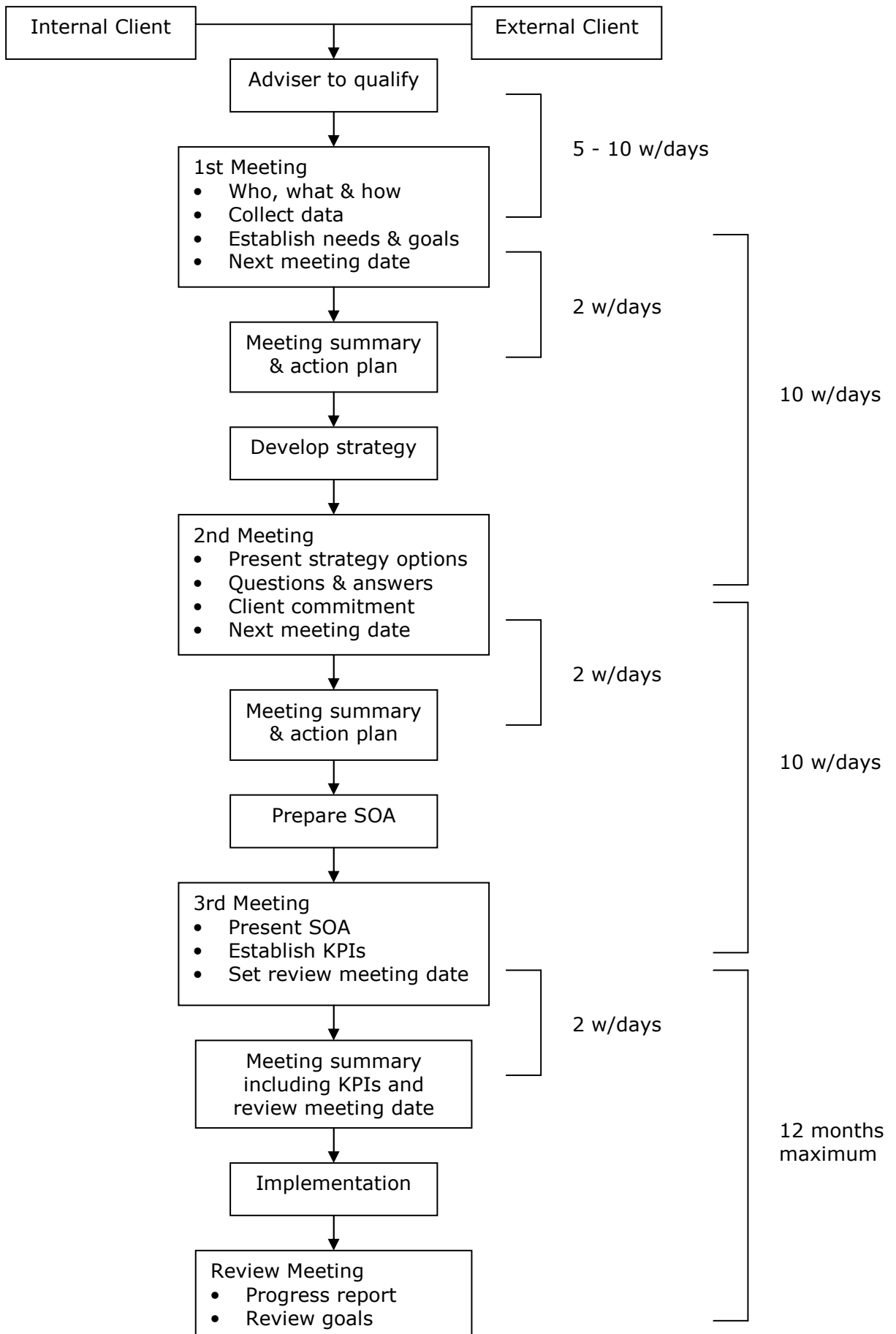
In addition to these commitments we have a range of services designed to keep clients fully informed of their progress and to ensure financial plans remain relevant.

Monitoring & Review

Financial planning is not a 'set-and-forget' process. As many things can change over time we believe in taking an active role in the ongoing management of your financial affairs.

Regular reviews are essential to ensuring your strategy and investments remain on track and are a mandatory component of our advising process. We will deliver a range of review services based on your requirements for an annual fee to assist you with the progression of your financial plan.

Advising Flow Chart



Contacts

To enable us to deal with any issues as efficiently as possible we ask that your direct initial enquiries to the following staff:

- Tax returns, accounting - Lesley
- Self managed superannuation funds - Chloe
- Financial planning and investments - Fiona

They will attend to your needs and involve one of our one of our specialists where appropriate.

Fees

Accounting

Accounting fees are generally fixed to provide our clients with certainty as to the amount they will be paying. Your fee may be reviewed on an annual basis and where possible we encourage monthly or quarterly instalments to aid in smoothing your cash flow.

Financial Planning

All financial planning and investment advice is provided on a fee for service basis. This means that we will invoice you for our services at the time they are provided. We do not work for commissions and, as we have our own Australian Financial Services Licence (AFSL), we are not influenced by any investment providers and we have no commercial links to other institutions.

Payment Terms

Our payment terms for fees are generally at the time of lodgement for tax returns, or within 14 days of an invoice date. However we can structure a payment plan that will better suit your cashflow upon request.

Here for the Long Term

Our expectation is to provide advice to our clients over the long term. Therefore our clients expect, and we make the commitment, that our business is also here for the long term.

The firm (and its predecessor) has been based in the same street in Palm Beach for 20 years. The Company has 3 shareholders, two of whom are family, with a Business Succession Plan in place. This plan is based around a Buy -Sell agreement between the Shareholders and is linked to their Wills and Insurances.

Our key staff are trained in all aspects of the business and we have a robust succession plan for the business in place. This ensures that Cosgrove & Co and BIS is a multi generational firm that can assist people through the full life cycle.