

ACCOUNT KEEPING FEE

Internal Only

Be remunerated for your knowledge, experience, education and most importantly, your time.

What is the Account Keeping Fee?

The account keeping fee will comprise of an annual account charge of \$990.00 incl. GST, charged monthly which includes the following:

- Direct market access to domestic and all major global share markets, 24 hours a day.
- Access to an adviser with trade execution and account sponsorship.
- access to Bell Potter's secure website, including 24-hour access to your portfolio, highly regarded research, live share price data and customised watchlists.
- Opportunities to participate in IPOs, placements and other corporate transactions.
- Access to experts in fixed income, listed managed funds and technical financial advice.

The fee payable is an annual agreement between 1 July through to 30 June and pro-rated if commenced partway through the year. The client will opt-in every year in June for the subsequent year.

We understand that charging a fee can change your relationship with clients, so we recommend using Fusion to help you choose which clients are suitable and to assist you with the ongoing service.

Here are some steps to help you with the selection process:

1. Consider the value of your time

By breaking down your annual gross income with our calculator (Fusion> Useful Information> How much is your time worth?), you can calculate the value of your time and determine how you should be remunerated for each client interaction. For example:

Hourly – time for an initial or annual meeting

30 minutes – time for an extended phone call or a short meeting

5 minutes – time for a quick phone call

Based on this analysis, do you currently value your time correctly?

2. Review your client list

Take the time to review your client list to narrow down those suitable for the account keeping fee. You can start by eliminating clients on an administration service or who already pay you through brokerage or other means such as referrals, leaving you with clients to consider for the fee.

Then consider clients who frequently:

- use Client Access
- contact you to discuss administration
- contact you to discuss investment ideas without generating orders
- do not follow your investment recommendations despite regular discussions

We encourage you to examine the data provided by Fusion to assist in this task, i.e. use the monthly Client Access report, the Advisor Brokerage report, Prospector email tracking and your account file notes.

3. Alternative to the account keeping fee

You have the flexibility to tailor your account keeping fee with changes to the following:

Amount – increase or decrease

Frequency – quarterly or annually

Services – add a list of tailored services

You can do this via the Client Invoicing system. The establishment and maintenance can be completed from the 'Account Fees' tab on Fusion in a similar manner to the account keeping fee.

4. Discuss with your client

To assist in your client discussions, we have provided the following talking points:

Financial services is one of the most highly regulated and compliance driven professions. Industry research has found the average annual cost of maintaining a client file, including a single annual review is \$2,220. The \$990 account keeping fee cost is less than half of this figure.

The account keeping fee will ensure we can continue to provide the highest quality advice and service, including providing you unlimited research report, live share price data and providing access to IPOs, placements and other corporate transactions.

Bell Potter continues to make significant technological and infrastructure investment to ensure we can provide a quality and compliant service to all clients, particularly as our resources are stretched due to the industries steadily declining adviser numbers.

Annual fees are becoming the industry norm as the industry grapples with the changing financial landscape, increased regulatory pressures and client expectations.

The account keeping fee is a fair and balanced way to ensure all clients continue to receive the same level of exceptional service and valuable resources without increasing brokerage and setting minimum account balance requirements.