

# WOODBURY PRIVATE

## Financial Services Guide

Version 4.0

26 June 2025



Woodbury Financial Services, trading as Woodbury Private, is an authorised representative of WFS Capital Pty Ltd, ABN 28 632 825 373 Australian Financial Services License No. 520884 with registered office at Level 15, Grosvenor Place, 225 George Street Sydney NSW 2000.

## Important Information

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### Purpose of this Financial Services Guide (FSG)

The financial services we refer to in this FSG are offered by Woodbury Financial Services Pty Ltd ABN 19 051 234 327, trading as Woodbury Private, is an authorised representative No. 242983 (“Woodbury”: “we”, “us”, “our”) of WFS Capital Pty Ltd ABN 28 632 825 373 AFSL 520884.

This FSG is designed to clarify who we are and what we do, and help you decide whether to use our services.

To make things simple, this guide explains:

- the services and types of products we’re able to offer you;
- how we and our associates are paid and any other benefits we may receive;
- any potential conflicts of interest we may have;
- how we protect your privacy and handle your personal information; and
- how we resolve disputes, and what you should do if you have one.

Please read through the whole FSG, as we are required by law to give you an FSG, that helps educate, protect, and assist you to make an informed decision about the financial services we offer. Our Privacy Policy (available on our website at [www.woodburyfs.com.au/resources](http://www.woodburyfs.com.au/resources)) gives you further clarity on how we handle your personal information. And of course, if you ever have any questions, please contact us.

### Other documents you may receive

In addition to this FSG, if we provide you with financial advice we will also present you with a written Statement of Advice (SOA).

This will describe:

- advice and strategies we recommend and the reasons why;
- the financial products and services we recommend and the reasons why;
- any fees or commissions we will receive; and
- any associations we have with financial product providers or other parties that may influence the advice we provide.

After that, any time you receive further financial advice from us, we will either provide you with another SOA or give you (or keep our own) written Record of Advice (ROA). You can request a copy of this by contacting us any time up to seven years from the date of the advice provided. Please refer to the “Contact us” section of this FSG for our contact details.

To help you make an informed decision about a financial product you generally will be given a Product Disclosure Statement (PDS) which outlines the product features and costs in detail. In certain circumstances it is not a requirement that you be given a PDS (including, for example, where you already have one).

## About you

To ensure you receive the most appropriate advice, your adviser will need a list of your personal objectives, details of your current financial situation and other relevant information. You can choose not to tell us if you do not wish to, however, the advice you receive may not be appropriate.

Please read the warnings contained in the Statement of Advice carefully before making any decision relating to a financial product(s).

## Giving us instructions

If you want to make changes to your financial plan or provide other instructions, please contact us. Please refer to the “Contact us” section of this FSG for our contact details.

Generally, you will need to give us instructions in writing (e.g., fax, email or letter) or another method agreed with us.

## About our Licensee

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Woodbury Financial Services is an authorised representative of WFS Capital Pty Ltd ABN 28 632 825 373, Australian Financial Services Licence Number 520884 Level 15, Grosvenor Place, 225 George Street Sydney NSW 2000. WFS Capital Pty Ltd is responsible for the financial services provided and authorises the distribution of this FSG.

We are a member of the Financial Planning Association, the professional body representing qualified financial planners in Australia, and therefore adheres to set standards in terms of ethics, conduct and continuing professional development.

## Our associations and relationships

Woodbury Private Financial Advisers are required by law to provide financial advice that meets the obligations set out in the Corporations Act to act in the best interests of each client. If you would like further information about independence, conflicts or selecting a financial adviser you can visit ASIC’s Money Smart website ([www.moneysmart.gov.au/investing/financial-advice](http://www.moneysmart.gov.au/investing/financial-advice)).

Woodbury engages a variety of external service providers (including institutionally-aligned businesses like Insignia Financial) to obtain specialist services including investment research, governance, legal and compliance services. We are reasonably satisfied that these commercial arrangements cannot influence us or affect our professional and moral duties to act in your best interests.

We generally recommend products that are listed on WFS Capital Pty Ltd’s approved product list. Before any products are added to this list a review process is undertaken and products are required to meet minimum standards. If these products are not appropriate for your circumstances then we may recommend a product outside of this list. At all times, we will ensure that our recommendations are in your best interests.

## About us

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### Who we are

Woodbury is a boutique private advisory firm that specialises in building, managing and protecting the wealth of Senior Executives and other High Net Worth individuals and their families. The Woodbury team, services a select client base. Established in 1985, the Woodbury Head Office is located in the Sydney CBD.

Woodbury has vast experience in dealing with the remuneration and wealth management issues faced by Senior Executives, Legal Partners and other High Net Worth/High Income individuals and their families.

The Woodbury team is comprised of highly experienced and highly qualified finance professionals.

The following financial advisers will provide services to you as a representative of Woodbury Private and are authorised to provide the financial services referred to in the 'What we do' section of this FSG.

**Errol Woodbury** (Principal) Authorised Representative No: 242588

Errol has an Advanced Diploma in Financial Planning and is a Certified Financial Planner (CFP®) of the Financial Planning Association of Australia of which he is a member. He has been in the advice industry since 1985 and specialises in provision of advice to Senior Executives and other High Net Worth people and families.

**Dominic Cogger** (Senior Adviser) Authorised Representative No: 321328

Dominic has an Advanced Diploma of Financial Planning and is a Certified Financial Planner (CFP®) of the Financial Planning Association of Australia of which he is a member. He has been working in the advice industry since 2001 in various roles in Australia and the UK. He also holds a Bachelor of Science (Honours) degree.

**Martin Van Rooy** (Adviser) Authorised Representative No: 001267840

Martin has completed his Master of Applied Finance and Bachelor of Commerce degrees and is an Associate (AFP®) member of the Financial Planning Association of Australia. He has been working within the advice industry since 2014 in various roles, recently relocating from Victoria to New South Wales.

## What we do

At Woodbury, we help people address the challenges of creating, protecting and transferring wealth by using the best of breed solutions.

Whilst everyone is different, we know that there is a common theme to addressing your needs and we work to develop a long-term, individualised strategic plan for you.

The most common areas for advice are around wealth creation, wealth protection and wealth transfer.

We provide services to both Retail clients and Wholesale clients.

### Advice Authorisation

We are authorised by WFS Capital Pty Ltd to provide financial advice in relation to:

- Wealth Accumulation
- Income & Asset Protection
- Tax Strategies
- Superannuation
- Retirement & Redundancy Planning
- Estate Planning
- Government Benefits
- Debt Management

and to provide financial advice and deal in the following financial products:

- Basic Deposit Products
- Non-basic Deposit Products
- Non-cash Payment Facilities
- Life Products – Investment Life Insurance
- Life Products – Life Risk Insurance
- Superannuation
- Retirement Savings Accounts
- Managed Investment Schemes, including Investor Directed Portfolio Services (IDPS)
- Derivatives
- Government Debentures, Stocks or Bonds
- Securities
- Standard Margin Lending Facilities

We are not authorised to provide any other financial services or financial products on behalf of WFS Capital Pty Ltd.

Where we are unauthorised to provide you with a financial service or financial product that you are interested in, we will advise you of this and refer you to an alternative source of advice.

## Contact us

For more information on anything you have read in this document, to obtain a copy of our privacy policy, or if there is anything else we can help you with, please contact us at:

### Woodbury Financial Services

Level 15, Grosvenor Place  
225 George Street  
SYDNEY NSW 2000

Postal: Level 15, Grosvenor Place, 225 George Street, SYDNEY NSW 2000

Phone: (02) 9869 1933

Email: [enquiry@woodburyfs.com.au](mailto:enquiry@woodburyfs.com.au)

Website: [www.woodburyfs.com.au](http://www.woodburyfs.com.au)

## Your confidence in our advice

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Your satisfaction is very important to us and we have procedures in place to resolve any concerns promptly and fairly.

### Our complaints procedure

If you're unhappy with the advice you receive or other aspects of our service please follow the steps outlined below.

1. Please let your financial adviser know so we can act on it immediately.
2. If your adviser has not satisfactorily resolved your complaint, please contact our Advice Dispute Resolution Team on:  
  

Phone: 02 9869 1933  
Email: [enquiry@woodburyfs.com.au](mailto:enquiry@woodburyfs.com.au)  
In writing to: Advice Dispute Resolution Team  
WFS Capital Pty Ltd  
Level 15, Grosvenor Place  
225 George Street Sydney NSW 2000
3. If your complaint isn't resolved within 30 days or to your satisfaction, then you may lodge your complaint with the Australian Financial Complaints Authority (AFCA):  
  

Website: [www.afca.org.au](http://www.afca.org.au)  
Email: [info@afca.org.au](mailto:info@afca.org.au)  
Telephone: 1800 931 678 (free call)  
In writing to: Australian Financial Complaints Authority  
GPO Box 3, Melbourne VIC 3001

AFCA provides fair and independent financial services complaint resolution that's free to consumers. Time limits may apply to lodge a complaint with AFCA, so you should act promptly. You can check the AFCA website to find out if a time limit applies or when the time limit relevant to your circumstances expires.

## Professional Indemnity Insurance

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WFS Capital Pty Ltd holds professional indemnity insurance that satisfies the requirements of section 912B of the Corporations Act. This insurance also covers the conduct of our advisers who were authorised by WFS Capital Pty Ltd at the time of providing the advice, but are no longer authorised representatives of WFS Capital Pty Ltd at the time of your complaint.

## Payments and benefits we receive

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You can pay for the services you receive on a fee for advice basis. This allows you to know that you are paying for our advice irrespective of any product you use, clarifies the services you are entitled to, and ensures all recommendations are driven by your needs.

We will agree with you the amount you pay based upon:

- a flat dollar fee;
- an hourly rate;
- the amount you invest; or
- a combination of the above.

You can pay in the following ways:

- as a fee for advice that will be deducted from your investments as a one-off payment or in instalments;
- by direct invoice from us for initial and ongoing advice;
- via commission (only where we take over servicing rights on an existing insurance policy or other product that has commission built in, we will rebate any commission received off your annual fee);
- a combination of the above.

Any fees charged are to be paid to Woodbury Financial Services. Our advisers receive a salary and may also receive a bonus and/or dividends from Woodbury Financial Services.

## Other payments we may receive

We will provide you with details of all fees, commissions or other benefits we may receive when we provide advice to you and, where possible, will give actual dollar amounts. If we cannot provide this accurately, we will provide worked-dollar examples.

Even if you don't receive personal financial advice from us, you can still request the details of any fees, commissions or other benefits we receive in relation to any other financial service we provide you.

## Other forms of remuneration or benefits

Woodbury and/or its advisers may receive non-monetary or alternative forms of remuneration such as when:

- The amount is less than \$100 and identical and similar benefits are not given on a frequent basis; and
- The benefit has an education or training purpose for our professional development (including attendance to conferences).

We maintain a register detailing any benefit that we receive. The register is publicly available upon request.

## Referrals

At present we do not have any referral arrangement in place to pay a third party referrer a referral fee, commission or other benefit nor do we receive payments or other benefits from a third party referrer. If this changes, we will make you aware of this prior to providing advice, or further advice, to you.

## How we charge for our services

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### Full Fee-for-Service

Woodbury Private is a full fee-for-service firm that rebates all commissions to its clients. This extends to banking products (including loans & all associated debt products) and personal insurance products (e.g., Life, TPD, Trauma, Income Protection). We are paid for advice, management and long term client relationship, not for selling products.

### Fee Structure

The fee structure used by Woodbury Private is comprised of 3 key elements:

**Retainer** – this includes a range of services which together help build the foundation for a long term relationship with clients. This is critically important to achieve an intimate knowledge of our clients' financial arrangements for which leading edge solutions can be found.

**Strategic Solutions** – combining internal expertise and external specialist providers to provide smart financial solutions not readily available in the mainstream adviser market.

**Multi-Family Office** – bringing it all together as an integrated financial solution that is tailored to your specific needs and objectives. We project manage all the various parts of your overall financial strategy so that you are freed from the burden of having to maintain multiple relationships with multiple advisers and service providers. Together, these components form the basis for the professional service fees charged by WFS.

### Fee Range

The typical range for professional service fees to private clients is between \$10,000 and \$100,000 pa. The actual fee quoted will depend on the scope and complexity of services provided. Professional fees charged for business engagements and work for other formal entities (e.g., government, foundations etc) are quoted on a case-by-case basis and may exceed this range depending on the nature of work involved.

### Fixed Term Engagement

Woodbury Private operates on a fixed term engagement basis. Our professional service fees are quoted in dollar terms, not percentage of assets. For new clients, the first 'Discovery' meeting is free of charge. At the second 'Scope & Engagement' meeting you will typically be presented with a Terms of Engagement letter that sets out the scope of services, fees and charges, terms and conditions under which Woodbury's will act as your Private Wealth Adviser.

If you proceed to engage with Woodbury's you will typically have the option of paying your total Professional Service Fee for the year either upfront or spread across the 12-month period – part as a monthly retainer and part as an upfront payment due on presentation of your Statement of Advice (i.e., Payable at your Advice Presentation Meeting – typically the third meeting).

For existing or review clients, once the initial 12 month period is finished, you will be provided with a new Terms of Engagement under which Woodbury's will continue to act as your adviser for the next 12 month period, and so on. At the end of each 12 month engagement period, it is entirely your decision as to whether you want to re-engage and continue your relationship with Woodbury's.



We believe this annual re-engagement cycle, and dollar-based fee framework, better aligns our interests to those of our clients, i.e., if we do not generate value for our clients, help them frame their long-term objectives clearly, help them move closer toward achieving them each year, and service their needs in a thorough, professional manner – then we simply will not have clients re-engaging with us. However, the fact that we have a long track record of highly satisfied clients and outstanding advice and service (going back to 1985), proves that we do just that.

## **Third Parties**

In the event that we are required to engage expert third-party specialists on your behalf (e.g., Estate Planning or Strategic Tax Advice), the cost of third-party services will be confirmed and agreed with you prior to commencement of any additional work. This third party fee will be invoiced separately by the external provider in question (third party fees do not form part of our own professional service fee) and is typically payable on presentation of their advice.

## **Insurance Products**

We do not receive commissions either directly or indirectly from any life insurance products that we establish for you, however, if we take over servicing rights on an existing policy that does pay commission we will either rebate any commission received off your annual fee, or rebate directly to you (whichever you prefer).

## **Privacy Notification**

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At Woodbury Private, the privacy of your personal information is important to us. Any personal information collected will be handled in accordance with our Privacy Policy. To provide you with our services, we maintain a record of the information you provide to us.

Our Privacy Policy contains more information about how to access and correct the information we hold about you and how to make a privacy related complaint, including how we deal with it. Ask us for a copy by contacting us on 02 9869 1933, or visiting our website [www.woodburyfs.com.au/resources](http://www.woodburyfs.com.au/resources)