

Licensing options
for accountants



Licensing your way

Take advantage
of the opportunities
in the SMSF market.
Be licensed to succeed.

Smart licensing and support solutions for SMSF specialists

SMSF Advice provides specialised licensing and support for the SMSF market. As specialists ourselves, we understand the opportunities and the challenges of this growing sector and are fast becoming leaders in the SMSF licensing space.

For many specialists, this will be the first time they will have to consider licensing, and the role a licence holder plays will be unfamiliar but of utmost importance.

For others, they are already licensed elsewhere, but have largely been left to their own devices with only limited support from their licensee in this particular area.

Here's a snapshot of what SMSF Advice has to offer.

Licensing options that offer flexibility and control

You have a choice with licensing, depending on how much, or little, financial advice you want to provide. So you can develop an offering that's best for you, your business and your clients.

There are three licensing options to consider.

Essential authority	Strategic authority	Comprehensive authority
For those who want to continue recommending SMSFs once the Accountants exemption is removed, as well as providing basic superannuation advice to clients.	For specialists who want to provide complex strategic advice, but prefer not to be involved in specific investment advice and product selection.	For specialists who want to provide broad financial advice, including product advice based on a broad approved product list.

Turn the page to see what type of advice you can give under each authority.



What advice can you give under each authority?

Use this table to work out which authority is best suited to your advice needs.

		Essential authority	Strategic authority	Comprehensive authority
SMSF strategies	Establish and wind up SMSFs	•	•	•
	General advice comparing SMSFs with other super structures	•	•	•
	Limited resource borrowing arrangements		•	•
	Investment advice/developing investment strategies			•
Super & Retirement strategies	Contributions advice	•	•	•
	Rollovers		•	•
	Transition to retirement		•	•
	Retirement Income streams		•	•
	Receiving death benefits		•	•
	Corporate super services		•	•
Other financial planning strategies	Cashflow and budgeting	•	•	•
	General advice	•	•	•
	Debt consolidation		•	•
	Overseas pension transfers			•
	Gearing			•
Insurance	Personal and business insurance advice (non-product specific)		•	•
Risk profiling & class of product advice	Modelling using a pre-determined risk profile		•	•
	Risk profiling			•
	Class of product advice for direct equities, property, managed investments, cash etc		*	•
Product advice	Basic deposit products	•	•	•
	CMTs		•	•
	Direct shares			•
	Insurance products			•
	All other products on the approved product list			•

* Awaiting detailed government regulations regarding the new limited Australian financial services licence

Market leading licensee services for SMSF businesses

Being part of the AMP Group means we have access to a broad range of market leading licensee services in areas such as:

- Advice documents, templates and guidelines
- Ongoing training
- Technical support
- Research

We have customised these core offerings to support SMSF specialists to ensure you have a licensing solution that better meets your needs in this growing market.

For accountants who have not been licensed in the past, we can help you maximise the opportunities that comes from being licensed, while making it easy for you to meet your compliance and regulatory requirements and most importantly provide clients with quality financial advice.

Flexible Support options

In the same way that we offer choice in licensing options to suit your needs, we offer flexibility in practice support. This allows us to keep our fees to a minimum and provide maximum flexibility to customise a service offer that works for you and your business.

Here's a snapshot:

- Practice management support – business planning and client value proposition development
- Marketing support – to help you promote your services to your existing client base, as well as increase your clients
- Financial planning software – access to XPlan software
- Para planning service – a cost effective outsourcing option that also ensures plans are compliant
- Recruiting the right advisers – through our customised Discovery Program

Our fees – Licensing

	Essential authority	Strategic authority	Comprehensive authority
1st Adviser	\$5,500 pa	\$13,500 pa	\$18,500 pa
Additional advisers	\$4,000 pa	\$4,500 pa	\$7,500 pa

* The fees below are for the core licensing component only and are exclusive of GST and PI. Your final fee will depend on the PI solution you choose and the practice management support you build into your licensing solution.

Do you qualify?

If you possess a track record of high achievement combined with an entrepreneurial streak you'll fit in well with the SMSF Advice network. We're currently seeking driven professionals who are passionate about providing quality SMSF advice for their clients.

The table below looks at what is required for each authority level. However, if you haven't got the right training or SMSF specialisations, ask us about the range of initial training solutions we have to help you.

Requirement	Essential	Strategic	Comprehensive
Training	Diploma of Financial Services (Financial Planning) Units 1 & 4	Diploma of Financial Services (Financial Planning) Units 1 to 4	Diploma of Financial Services (Financial Planning) Units 1 to 8
Accounting	CPA, CA or IPA	Accounting degree only (CPA, CA or IPA preferred)	Not required
SMSF specialisation	Not required	SPAA (specialist adviser) or CA (SMSF specialist)	*SPAA (specialist adviser) or CA (SMSF specialist)
Experience	Nil	Nil	18 months
Practice	Nil	Min 30 SMSFs	Min 30 SMSFs

* SMSF Advice will accept comprehensive advisers who are not SMSF specialists, provided there is at least one specialist in the practice (with either a Strategic or Comprehensive Authority).

Five benefits that will make a huge difference

1. Tougher standards = a quality network

In addition to the high standards already set by the group, all SMSF Advice advisers:

- Must operate on a fee only basis
- Ensure at least one adviser within a practice is an SMSF specialist (strategic and comprehensive advisers)
- For all specialists, at least 10 hours pa of ongoing CPD specifically in the area of SMSFs.

Enjoy the confidence of knowing that only those willing to meet our high standards can join our network.

2. A unique team for a unique licensee

Everyone in the SMSF Advice team has worked as an accountant at some stage in their career. We are passionate about bringing the planning and accounting industries together to support and grow the SMSF specialist space.

3. Separation of the advice from the product

If you prefer not to be involved in specific investment advice and product selection we have solutions for you.

4. Licensing that suits modern day SMSF practices

Our flexibility in both authority levels and support allows us to cater for both accountants and planners; and both specialists and generalists, whether they be stand alone or in a combined practice.

5. Putting you in control of your clients

Being licensed ensures you are well supported to build strong relationships with your clients and provide comprehensive quality financial advice. Importantly, with SMSF Advice, you own your clients.

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Please contact us for more information

As an SMSF advice specialist, you know better than most people that the decisions you make now will determine where you end up in the future. You don't want to look back and think 'I should have made a move sooner'.

CALL 1800 054 945

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Who are we?

SMSF Advice provides licensing and support services for self-managed superannuation fund specialists. We are SMSF specialists ourselves, so we have an intimate understanding of the opportunities and challenges in this growing sector.

With the backing of AMP, we're proud to be associated with one of Australia's leading wealth management companies, drawing on in-depth knowledge of the financial services industry and a wealth of tried and tested resources to help you succeed.

For us, it's all about the advice.

Important information The information contained in this document provides a general guide to our services only. Changes in circumstances may occur at any time and may impact the accuracy, reliability or completeness of the information and we exclude liability for any decision taken on the basis of the information shown in or omitted from this document. SMSF Advice Limited has taken reasonable care in producing the information found in this document at the time of writing.

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