

assisting you to
reach your
maximum potential


Our Guide to
Helping You

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A journey of a thousand miles begins
with a single step.

LAO-TZU

Introduction

Assisting you
to reach your
maximum
potential

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I have so much confidence in your business that I have no hesitation in recommending it to others.

— Robert Flegg – Buderim

Julie Schafer (Today)

Today Julie is the Senior Financial Adviser for ES&A, her dream fulfilled. More than ninety five percent of ES&A's clients reside on the Sunshine Coast. Over the past 21 years, since the company was launched in Buderim, ES&A's popularity has soared locally. As locals, ES&A has a unique understanding of all things relating to the area, including the many challenges of being in small business here.

Over the years Julie gained an intimate knowledge of the transition clients have to reach from paid employment to retirement. She was instrumental in her own parents leaving the work force and she has gained a personal and deep understanding of the difficulties facing self-funded retirees as well as those whose income is subsidized by Centerlink.

Along with her husband, they are raising a young family. Her daughter attends the Matthew Flinders School in Buderim and her husband, a corporate accountant, works in Brisbane. She understands, first hand, the challenges of both parents working but she is also empathetic to the financial pressure imposed on one-income families.

Testimony to Julie's success is the high percentage of new clients on her books that have come directly from referrals by existing customers.

When we take on a client at ES&A, its lifelong commitment.



Julie Schafer (Her History)

In 1998 Julie Schafer quit her six-year career as a property manager for Ray White on the Gold Coast. Her achievements in that industry had placed her at the pinnacle of property management in Queensland, but she longed to follow in her mother's footsteps and become a financial planner on the Sunshine Coast. Ellen Schafer and Associates were established in Townsville in 1985 but in 1993 Ellen opened a branch in Buderim purely because she loved the area.

After four years in Buderim the opportunity for Julie to join the family business finally presented itself. But Julie's dream would not come without personal sacrifice. She and her family had to sell up on the Gold Coast to move to the Sunshine Coast. In addition, Julie's parents insisted she return to University, accept a substantial pay cut and begin work in the business at the lowest level.

Julie was not daunted by any of these requests. She knew her mother believed that if she was to become a successful financial planner, and ultimately the company director, it was essential to know every aspect of her job from the ground up - and her academic qualifications had to be second to none.

Julie's determination and unquenchable enthusiasm for her job carried her through, and in 2004 she completed her Masters' in Applied Finance at Sunshine Coast University. Soon after Julie had committed to buying the 108 Stringybark Road property to run ES&A Finance.

Your success is
our triumph

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Julie and her staff make a visit to them very personal and treat you as friends not just as a client.

— Rod & Diane MacRae – Peregian Beach

Introduction

ESA Pty Ltd (The Company)

ES&A is a private company. The director is Julie Ellen Schafer. The Financial Planning license is governed by GWA, a subsidiary of National Australia Bank.

The products and recommendation made by ES&A are their own - but the company pay to use the NAB Research house (called 360) which is arguably the best, and probably the largest, Research House in Australia.

The NAB also regularly audits ES&A so that you, as our client, are in no way compromised, and we, as your adviser are backed by the astuteness of a leading bank.

What (you) can expect.

Your Financial Advice from us will start with your dreams.

We believe financial planning isn't about solving problems. It's about identifying opportunities, and we start with looking at your

goals. We offer professional financial advice and develop realistic and tailored financial plans to bring your dreams into reality.

Your success is our triumph.

No matter what your stage of life – new to the workforce, raising a family, approaching retirement or already retired – it's wise to plan your finances. At certain points, it may make sense to focus on savings and debt management. Over the long term, though, professional financial advice and tailored financial planning is what really counts.

Even astute business people often make mistakes when it comes to planning for their retirement.

How much does it cost?

What we charge depends on the complexity of your financial plan. We're happy to discuss

our service fees upfront and in detail with you after we have studied your situation. That's why we offer a complimentary, no-obligation initial consultation, so you can take the time to investigate the necessities. You also need to ascertain if we are the right advisers for you.

Finally.

In 22 years on the Sunshine Coast ES&A have never exceeded 150 investment clients. That magic number assures a five star service to every client, and a relaxed 'attentive' adviser.

Your initial interview will be with Julie Schafer. Julie will determine if she feels we are the right advisers for you. Her analysis will have nothing to do with how much money you have - but it will have everything to do with compatibility.

When we take on a client at ES&A, it's a lifelong commitment.



Better
planning
creates a better
future

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We believe that it is essential to have a high level of rapport with your financial adviser, and we have that, in spades, with Julie.

— John & Heather Tucker – Bli Bli

Financial Planning Basics

Advice that starts with your dreams

At ES&A we believe financial planning isn't about solving problems. It's about identifying opportunities and it starts with your goals. We can help by offering professional financial advice and developing tailored strategies to finance your dreams and plan for your future.

Is financial planning for you?

No matter if you are new to the workforce, raising a family, approaching retirement or already retired – it's wise to plan your finances. At certain points, it may make sense to focus on savings and debt management. Over the long term, though, professional financial advice and a tailored financial plan can help turn your goals into reality.

Why use a financial planner?

We can't all be expected to be financial experts. ES&A offer straightforward, professional advice so that you can get the most out of your money whilst concentrating on what you do best. If you choose, we can also monitor and manage your investments over time so that

you can relax and focus on what's important to you.

Benefits of financial advice

At its best, financial planning is a long-term partnership that begins and ends with your goals. We'll work with you to define them, create a plan to achieve them and provide you sensible, straightforward financial advice that you can have full confidence in.

How much does it cost?

What we charge depends on the complexity of your financial plan and how often you'd like our advice. We're happy to discuss our service fees upfront and in detail with you. That's why we offer a complimentary, no-obligation initial consultation.

What is the typical process?

The three stages in the ES&A financial planning process are:

Stage 1: Information gathering

We will ask you many questions in order to determine your long and short term financial goals. We will also give consideration to your current circumstances – your assets and liabilities,

expenses and income and assess your feelings with regard to risk.

Stage 2: Analysis and recommendation

We will analyse the information you have given us to determine a strategy to help you achieve your financial goals. Sometimes we may even suggest several options.

It is important for you to ask all your questions until you understand the plan we recommend. After receiving our recommendations you may choose to take the information away to read and consider it further. It is not unusual for some clients to meet again with their financial adviser and include their accountant in the discussion.

Stage 3: Implementation & Review

Once you have agreed on a plan, it can then be implemented. This may involve new accounts, consolidating super and other assets, insurance and more.

We will assist you every step of the way, to ensure that your financial plan is implemented cleanly. You will need to review your plan regularly with your adviser to ensure that it continues to meet your changing needs.

Advice for every stage in life

At ES&A we know more than most that no two financial plans are ever the same. This is especially true when taking into account the different stages of life. We will give a person in their 30s very different advice than a person in their 60s. Below are some broad life stages and common concerns for which financial advice may be sought.

Young to mid-life

20-40

Establishing and building a career and perhaps starting a family.

You may be looking at:

- getting married
- buying a first home
- having children
- income protection
- debt management
- family healthcare
- business planning

Mid-life

40-50

A consolidation stage – achieving a comfortable lifestyle and managing your long-term future.

You're likely to focus on:

- protection of lifestyle
- healthcare
- investments
- tax management
- inheritance
- retirement planning
- long-term care planning

Pre-retirement

50-60

With 20 or more years of retirement ahead, your priorities will depend on how well you've prepared.

Your main concerns may be:

- protection of assets
- debt elimination
- family healthcare
- helping your children
- retirement planning
- wills and trusts
- business exit strategy

Retirement

65+

This is the time to indulge in hobbies or travel, enjoy your family and prepare for transferring your wealth.

You may be thinking of:

- protection of assets
- healthcare
- aged care planning
- inheritance tax mitigation
- gifting to family
- preserve your capital
- estate planning

We all need
a plan

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Our personal goals have been fulfilled. Thanks again Julie,
ES&A. & staff.

— CN & PA – Tewantin



How super is your Superannuation?

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We are extremely satisfied with the advice and manner in which ES&A conducts management of our portfolio and have no hesitation in recommending them to prospective clients.

— Barbara and Norman Bishop – Golden Beach

Superannuation

How we can help

Superannuation can be one of your biggest long term investments and taking control of it now can help you get the most out of it later. Unfortunately, for many, superannuation is also one of the most under utilised forms of investment. Imagine buying an investment house and not knowing where it is or what it is worth. Just because it's compulsory and your employer may have a preferred fund does not mean that you cannot take an active interest in it. There are a range of tax effective strategies that you can use to get the most from your super.

ES&A can help you put in place the right strategies for you by:

- Finding a super fund that suits your needs;
- Consolidating your super funds into one to potentially save fees;
- Putting in place super strategies to boost your super balance;
- Structuring your super to make sure your beneficiaries are not disadvantaged should you die.
- Providing guidance on self managed super funds.

Considering Opening Your Own Fund?

The number of people setting up their own Self-Managed Super Fund has quadrupled in the last ten years. But whether you should jump on that bandwagon depends on the following:

- Do you want to pay the fees?
- Do you have the skills?
- Do you have the time?

At ES&A we'll sit down with you, crunch the numbers and ask the hard questions to establish if a self managed super will suit you. We have a mix of clients – some have self managed super funds, others use retail and industry funds and some clients have never used superannuation for their wealth creation. There is no one type fits all when it comes to choosing how to put funds aside for your retirement.

When it comes to your most important long-term investment – your super – it's vital to make the rights decisions for your own situation. No matter where you are in your working life, or how much super you have, getting professional advice can help you maximise your investment.



Will your retirement last longer than your savings?



We have never regretted our decision to involve ourselves with Julie.

— Greg & Ta Young – Coolum Beach

Retirement

Planning for your retirement

On average, people are spending around 20 years at school, technical colleges or other education institutions; 35 years working; and 20+ years in retirement. There is a real need to plan for your years in retirement, so you can make the most of this time. You have been looking forward to this for so long, you deserve the best!

Evidence shows that if you come into retirement as healthy as possible, you are more likely to stay that way. Evidence also shows that if you plan for major events, such as retiring, they are more likely to happen and work out well.

There is a lot to think about when planning your retirement. Working out how much money you need in retirement is not easy. Most people need to replace some, or all, of their current income with investment income. By planning your retirement early you can ensure you are taking advantage of the strategies and the time you have available to you.

Some things you may need to consider are:

Downsizing your home

As retirement draws nearer and children leave home many people think about moving homes for lifestyle reasons, for example, to be closer to the beach. Consider this major decision carefully.

It may be possible to free up substantial capital by downsizing or moving to a less expensive area. If this money is invested into superannuation prior to stopping work altogether it could have significant tax advantages.

What are your plans for work?

How long you can or wish to work is up to you. The longer you work, the less you will need to draw on your savings and the more you can accumulate to fund your retirement. You could gradually phase down from full-time to part-time work. If you have already established a substantial asset base, simply earning enough to live on for a few more years will greatly boost your financial position in retirement as it will allow more time for your nest egg to grow.

When is the best time to retire?

There are broadly two ways to approach planning for retirement. You can decide when

you wish to retire and work out how you will fund it from your accumulated assets, or work out how much you will need to retire on and plan your retirement around that target.

How much do you need to retire?

As a rough guide, depending on your investment strategy, you would need at least 12 times the amount of your required annual income to ensure you can maintain that income for the rest of your life. That is, if you wanted an after-tax income of \$50,000 for the rest of your life you would need around \$600,000.

ES&A can help you by:

- planning a retirement strategy that suits your personal and financial circumstances
- evaluating the different options available when moving into retirement
- developing tax-effective strategies that can help to grow your capital and provide you with an income over time.

Centrelink

Being very familiar with how Centrelink operates, you can rest assured, that we will assist you to maximize on your entitlements.

Have you planned for your money's future?



We both really needed to find someone we could relate to, as well as receive a professional level of service to look after our Portfolio. We definitely found it with ES&A.

— Bob and Malou Lee - Caloundra

Estate Planning

Are your assets sufficiently protected and managed in the event of your death? Getting the right estate planning advice and strategic options can make all the difference between a well-protected inheritance and a prolonged family feud. Having a well-planned strategy in place to handle life's unexpected circumstances will help provide peace of mind for you and your loved ones.

What is estate planning?

Very simply, it's a way of ensuring that a person's estate is passed onto their beneficiaries in the most financially efficient and tax effective way possible. It also puts protective measures in place for you should you no longer be capable of running your financial affairs.

More complicated than a simple will, estate planning covers all bases to help you protect and maximise the inheritance of your loved ones. A good estate plan considers your current and future assets and liabilities, personal & financial objectives, insurance, superannuation strategy and your family's requirements.

When considering the right estate plan for you, think about three objectives: Make your plan easy to administer, develop a plan that will lower the

taxes payable on your estate and figure out how to leave your estate so that it can be put to the best use possible by your heirs.

Issues to be considered when preparing an estate plan depends upon whether:

- you have sizeable assets and the personal circumstances of your beneficiaries require the creation of more complex trusts within your will;
- you have vulnerable beneficiaries with special needs;
- your investment or business structures are complex and may include a family discretionary trust, a self managed superannuation fund or a private company;
- you wish to minimise the tax liability of your estate or your beneficiaries, for example via superannuation or testamentary trusts.

Estate planning advice will help you to decide whether you require the preparation of a more complex will incorporating testamentary discretionary trusts, amendments to your family trust deed or self managed superannuation fund and a formal estate planning strategy document.

ES&A can assist you to understand the strategies available and help in the preparation of documents with estate planning specialists.



Investments

You work hard for your money so it's natural that you would want to get your money working for you. Many people are aware that there are a number of investment options available, but are unsure exactly how they work, are not quite sure what the best choices are or are hesitant to go it alone dealing with complex products and information. Having a knowledgeable advisor can go a long way to alleviating these concerns and help set you on the path to realising your wealth potential. At ES&A we'd be happy to assist you with all your investment needs.

Some popular investments include:

Shares

A share, also referred to as a security or stock, is a form of equity investment. Simply, a share represents a unit of ownership of a company that is publicly listed on a stock exchange such as the ASX. As a shareholder of a company you are entitled to a portion of any profits the company distributes, known as dividends. Dividends can provide a nice income stream and are subject to favourable tax arrangements. The second benefit to a share is the potential for capital gains. This is the difference between the price you pay to purchase the share and the increase in price over time.

Managed Funds

Managed funds are a tool that allows private investors to have large, highly skilled institutional investors invest on their behalf. Typically a Managed Fund pools the money of a number of people and then invests in a mix of assets including shares, property, cash and

infrastructure, all overseen by a team of experts led by the fund manager. A popular type of fund is known as an index fund. The objective of these funds is to mirror the actions of an index such as the ASX200 (the largest 200 public companies in Australia) by investing money proportionately into each one.

Term Deposits

Term deposits are a popular choice for people as they have a low level of risk and a guaranteed level of return. In all investments risk and return are directly related and this means that due to the low risk of a term deposit the returns are often lower than other investment choices. Term Deposits, as the name suggests are for a pre-determined term. Money invested is not available until the term is over.

Savings Accounts

A common, and more versatile alternative to Term Deposits are high interest savings accounts. Like term deposits, savings accounts are low risk but have the added benefit of no minimum terms, therefore you can make deposits and withdrawals at any time.

Real Estate

Many people aspire to have investment properties and it is easy to see why. Although the housing market fluctuates like any other market, such as the share market does, the strong rise in house prices over time is very noticeable. In addition the appeal of a physical, tangible asset, the income from rent and high tax deductions continue to be a drawcard for many investors.

