



## Financial Services Guide

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**Licensee:**

Sterling Group Vic Pty Ltd (AFSL 481623)

This Financial Services Guide (FSG) is authorised for distribution by Sterling Group Vic.

## Authorised Representatives:

Sterling Financial Pty Ltd

(ASIC# 409211 ABN 25 151 630 689)

Sterling Ballarat Pty Ltd

(ASIC# 1303550 ABN 66 665 934 305)

Raj Muker (ASIC# 259097)

Daniel Radcliffe (ASIC# 334472)

Melissa Crowe-Answer (ASIC# 1269698)

Nathan White (ASIC# 1004051)

Marek Habsuda (ASIC # 1007289)

Martin Spiewak (ASIC # 1317562)

Authorised Representatives act on behalf of Sterling Group Vic Pty Ltd (AFSL 481623) who is responsible for the services that they provide.

## Contact Details

Address: 12 Camp Street, Ballarat VIC 3350

Phone: 03 5338 8877

Email: [office@sterlingfinancialvic.com.au](mailto:office@sterlingfinancialvic.com.au)

Website: <https://sterlingfinancialvic.com.au/>

### Purpose of this FSG

This FSG will help you decide whether to use the services that we\* offer. It contains information about:

- The services we offer and their cost
- Any conflicts of interest which may impact the services
- How we are remunerated
- How we deal with complaints if you are not satisfied with our services.

\* In this document 'we' refers to the Authorised Representatives set out above.

## Sterling Group Vic

Sterling Group Vic Pty Ltd holds an Australian Financial Services Licence which has been issued by the Australian Securities and Investments Commission (ASIC).

Sterling Group Vic is required to comply with the obligations of the Corporations Act and the conditions of its licence. This includes the need to have adequate compensation arrangements in place with a Professional Indemnity insurer for the financial services that it and its current and past representatives provide.

### **Not Independent**

*Our advice is not independent, impartial or unbiased as we recommend investments where Raj Muker and Daniel Radcliffe receive a financial benefit when you invest in them. We also receive commissions on our advice for risk insurance policies and stamping fees on investments being listed on the ASX.*

## **Our services**

We are authorised to provide advice and dealing services in the following areas:

- Superannuation and SMSF
- Retirement planning
- Portfolio Management
- Managed investments
- Securities (direct shares)
- Personal risk insurance

Daniel Radcliffe is only authorised to provide advice on managed investments and securities. He is not authorised to provide advice on superannuation, retirement planning, personal risk insurance or portfolio management.

## **The financial advice process**

We recognise that the objectives and personal circumstances of each client are different.

Where we provide personal advice, we will listen to you to understand your objectives and circumstances. We will also ask questions to make sure we provide advice which is in your best interests.

When we first provide personal advice to you it will be explained thoroughly and documented in a Statement of Advice which you can take away and read.

The SoA will explain the basis for our advice, the main risks associated with the advice, the cost to you of implementing the advice, the benefits we receive and any conflicts of interest which may influence the advice.

We will provide you with a Product Disclosure Statement for any products we recommend other than securities. This contains information to help you understand the product being recommended.

At all times you can contact us and ask questions about our advice and the products we recommend.

You can provide instructions to us in writing, via phone or via email. In some cases, we may require you to provide signed instructions.

We may provide further advice to you to keep your plan up to date for changes in your circumstances, changes in the law and changes in the economy and products.

If we provide further advice, it will be documented in a Record of Advice which we retain on file. You can request a copy of the RoA document at any time up to 7 years after the advice is provided.

We may also provide general advice. General advice does not take into account your personal objectives, financial situation or needs. You should consider whether the advice is appropriate for you before acting on it.

## **Fees**

### **Initial Fee**

The initial fee includes meeting with you, the time we take to determine our advice and the production of the SoA. It is based on the scope and complexity of advice provided to you. We will agree the fee with you before providing you with advice.

If you decide to proceed with our advice, we may charge an Implementation fee for the time we spend assisting you with implementation. We will let you know what the fee will be in the SoA.

### **Annual Fee**

Our annual fee depends on the services that we provide to you. It may be based on the value of your portfolio, or it may be a fixed fee. It is paid monthly. It will be set out in the client agreement we have with you.

### **Share Trade Fee**

A fee is payable when you buy and sell securities such as shares and hybrid securities. The fee is based on the value of the trade and is subject to a minimum fee. It will be set out in the agreement we have with you.

## **Insurance Commissions**

We receive a one-off upfront commission when you take out an insurance policy that we have recommended. We also receive a monthly commission payment for as long as you continue to hold the policy. The commission will vary depending on the recommended product and will be documented in the SoA or RoA.

## Stamping Fee

We receive a one-off stamping fee where you invest in some financial products which are being listed on the ASX. These fees will be paid by the issuer of the investment and will typically be a set % of the investment amount.

## Other Benefits

We may receive other benefits from product providers such as training, meals and entertainment. Details of any benefits received above \$100 will be maintained on a register which is available to you on request.

## Adviser Remuneration

Raj Muker and Daniel Radcliffe are the owners of Sterling Financial. They are paid a share in the profits of the practice.

Raj Muker, Daniel Radcliffe and Nathan White are part-owners of Sterling Ballarat. Nathan is paid a salary and Raj, Daniel and Nathan are paid shares in the profits of the practice.

Marek Habsuda is a shareholder of Sterling Ballarat. He is paid a salary and shares in the profits of the practice.

Martin Spiewak is a shareholder of Sterling Ballarat. He is paid a salary and shares in the profits of the practice.

The employees of the practice are paid a salary. They may also receive a performance bonus based on the profits of the practice.

## Associated Business

We may recommend the accounting and tax services provided by Sterling Taxation. Raj Muker and Daniel Radcliffe are the part-owners of Sterling Taxation and may benefit if you use these services. Any referral we make is based on our assessment of your needs, and you are under no obligation to engage Sterling Taxation.

## In-House Investments

We often recommend the MPG Essential Services Property Trust to our clients. Entities fully or partially owned by Raj Muker and Daniel Radcliffe earn fees and other benefits on each investment made by our clients into these funds.

## Making a Complaint

We endeavour to provide you with the best advice and service at all times. If you are not satisfied with our services, then we encourage you to contact us. Please call us, send an email or put your complaint in writing to our office. We will acknowledge your complaint within 24 hours (or as soon as practicable) and aim to provide a written response within 30 days.

If you are not satisfied with our response, you can refer it to the Australian Financial Complaints Authority. You can contact AFCA on 1800 931 678 or via their website [www.afca.org.au](http://www.afca.org.au). AFCA provides fair and independent financial services complaint resolution which is free to consumers.

Sterling Group Vic holds Professional Indemnity insurance which satisfies the requirements for compensation arrangements under section 912B of the Corporations Act. It covers the financial services provided by current and past representatives.

## Your Privacy

We are committed to protecting your privacy. We may disclose your personal information to product issuers, service providers and compliance consultants where required to provide our services.

We have a Privacy Policy which sets out how we collect, hold, use and disclose your personal information. Our Privacy Policy is available on request and on our website.