

Sell My Shares

One-off share sales, made simple

Complaints

How to raise a complaint with Sell My Shares, what to expect from our process, and how to escalate to AFCA.

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Complaints Policy	sellmyshares.com.au	1.0 / 30 June 2026

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SECTION 01

How to make a complaint

We take complaints seriously. If something has gone wrong, or you are not happy with our service, we want to know, and we will work with you to put it right.

You can contact us in whichever way works best for you.

By phone

Call us on **1300 722 852** Monday to Friday, 9:00am to 5:00pm AEST/AEDT.

By email

Email complaints@sellmyshares.com.au with "Complaint" in the subject line.

By post

Sell My Shares Pty Ltd

Level 4/66 Kings Park Rd

West Perth WA 6005

SECTION 02

What to include in your complaint

To help us investigate quickly, please tell us:

- Your full name and preferred contact method
- Your transaction reference number (if you have one)
- A clear description of what happened and when
- What outcome you are hoping for
- Any supporting documents (emails, screenshots, statements)

If you would prefer to talk it through first, just call us, we can take the details over the phone.

SECTION 03

Our complaints process

Sell My Shares handles complaints as the Corporate Authorised Representative of our Licensee, Sequoia Wealth Management Pty Ltd (ABN 22 002 314 310), which holds the Australian Financial Services Licence. Under ASIC Regulatory Guide 271, the internal dispute resolution (IDR) obligations — including the maximum timeframe for resolving a complaint — apply to the Financial Firm, being Sequoia Wealth Management Pty Ltd. Sell My Shares manages complaints in the first instance under Sequoia's IDR framework.

Your complaint goes through this process before it can be taken to the Australian Financial Complaints Authority (AFCA).

In most cases you will raise your complaint with Sell My Shares first, and we will aim to resolve it as quickly as possible. If we are unable to resolve your complaint within 5 business days, we will refer it to our Licensee, Sequoia Wealth Management Pty Ltd, whose internal dispute resolution process then applies. The maximum IDR timeframe runs from the date Sell My Shares first receives your complaint, so a referral to Sequoia does not restart it. You can read the Sequoia Complaints Policy at sequoiawm.com.au.

Acknowledgement

We will acknowledge your complaint as soon as practicable, usually within one business day of receiving it. You will be given a complaint reference number and the name of the person handling your case.

Investigation

We will review what happened, speak to the staff involved, and look at all relevant records. If we need more information from you, we will be in touch. You are welcome to contact your case handler at any time for an update.

Our response

You will receive a written response within the maximum IDR timeframe of **30 calendar days** from the date Sell My Shares first received your complaint. This timeframe applies to the Financial Firm, Sequoia Wealth Management Pty Ltd, whether your complaint is resolved by Sell My Shares or referred to Sequoia. The response will set out:

- The outcome of our investigation
- The reasons for our decision, with reference to the relevant information
- Any action we will take to put things right
- Your right to escalate to the Australian Financial Complaints Authority (AFCA) if you are not satisfied

In rare cases where a complaint is particularly complex and we cannot respond within 30 days, we will write to you before the deadline to explain why, what we still need to do, and your right to take the matter to AFCA at that point.

At a glance

Acknowledgement: within 1 business day

Written response: within 30 calendar days

Cost: free, we never charge to handle a complaint

SECTION 04

If you are not satisfied with our response

If our internal dispute resolution process — including referral to our licensee, Sequoia Wealth Management Pty Ltd — does not resolve your complaint to your satisfaction, or if you have not received a response within 30 days, you can take the matter to the Australian Financial Complaints Authority (AFCA).

AFCA is an independent, external dispute resolution scheme. Its service is free to consumers and small businesses. AFCA's decisions are binding on us but not on you, if you do not agree with AFCA's decision, you can still pursue other options.

Contact AFCA

Australian Financial Complaints Authority

Phone: 1800 931 678 (free call)

Email: info@afca.org.au

Website: www.afca.org.au

Post: GPO Box 3, Melbourne VIC 3001

Time limits apply to lodging a complaint with AFCA, so do not delay if you decide to escalate.

SECTION 05

Accessibility and additional support

We want our complaints process to be available to everyone.

- **Translating and interpreting:** If English is not your first language, call TIS National on 131 450 and ask them to call us.
- **Hearing or speech impairment:** Contact us through the National Relay Service at accesshub.gov.au, or call 1300 555 727 and ask for our number.
- **Someone to act on your behalf:** You can authorise a friend, family member, financial counsellor or legal representative to deal with us on your behalf. We will just need your written authority.
- **Financial counselling:** Free, independent financial counselling is available through the National Debt Helpline on 1800 007 007 or ndh.org.au.

SECTION 06

Privacy and your complaint

We will only use the information you provide to handle your complaint and to improve our service. We will not share it with anyone outside our business unless we need to (for example, with AFCA if you escalate, or where the law requires it). See our Privacy Policy for full details.

SECTION 07

Our licensee and regulator

Sell My Shares Pty Ltd (ABN 81 653 391 943) is a Corporate Authorised Representative (No. 001293396) of Sequoia Wealth Management Pty Ltd (ABN 22 002 314 310), which holds Australian Financial Services Licence (AFSL) 472387. AFCA membership number: 37617.

If you have concerns about our conduct as a financial services provider, you can also contact ASIC on 1300 300 630 or visit asic.gov.au.