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15 October 2010

The Chairperson
Accounting Professional and Ethical Standards Board Limited
Level 7, 600 Bourke St
MELBOURNE VIC 3000
Email: sub@apesb.org.au

Dear Chairperson,

Count Financial Submission – Exposure Draft APES 230 – Financial Advisory Service

Please find enclosed the Count Financial submission into the Exposure Draft for Standard APES 230. Count Financial has approximately 800 financial advisers, the vast majority of which are accountant financial advisers.

We are passionate about the accessibility and provision of quality, ethical advice for all Australians, and I trust you will view our submission in this light. We are also strong advocates for independent and objective financial advice.

If you wish to discuss any aspect of this submission personally, please contact me on (02) 8272 0215.

Regards

Andrew Gale
Managing Director/Chief Executive Officer
Count Financial Limited

Looking after your financial life

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