

Financial Services Guide



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Who is Count Financial Limited?

Count Financial Limited was established in 1980 and has since developed into Australia's largest independently owned network of financial advisers.

Count holds an Australian Financial Services Licence (No. 227232) enabling its advisers to provide advice on a wide range of financial products and services detailed within this document.

Your financial adviser will provide financial planning services to you as an Authorised Representative of Count. Your financial adviser acts on behalf of Count which means Count is responsible for the services described within this Financial Services Guide (FSG).

Count is a principal member of the Financial Planning Association of Australia Limited and adheres to high professional standards.

Contact Details

Count Financial Limited
ABN 19 001 974 625
Level 19, 1 Alfred Street
Sydney NSW 2000
Ph: 1800 026 868
www.count.com.au

The purpose of this Financial Services Guide

Our Financial Services Guide (FSG) is an important document designed to provide you with information regarding the advice and services Count Financial Limited can provide.

Our aim is to provide advice and financial services which meet your needs and provide you with the security of knowing that you have a plan in place for your future. The information in this FSG will assist you in deciding whether to take advantage of the financial services offered by Count Financial Limited.

Our FSG also contains other important information about Count Financial Limited and an outline of the services provided by the broader Count group. In particular, this FSG contains information about:

- the fees, commissions, charges and other benefits that may be paid to Count Financial Limited, our Authorised Representatives, related entities and associates;
- associations and relationships that might influence the advice provided to you;
- the collection and handling of your personal information; and
- the receipt and handling of complaints and concerns.

Your financial adviser will operate under one of

Count's franchisees. Our franchisees are appointed Corporate Authorised Representatives and nominate the advisers that Count authorises for the purpose of providing financial advice.

When you come to Count for financial planning advice you can be assured that our financial advisers are skilled in the provision of financial advice and services.

Our advisers all meet minimum education, training and skill standards with access to teams of specialists in technical support, investment research and product solutions. The strength of the specialist teams on which our advisers can call at any time, means you have access to the latest strategies and a diverse range of quality investment products.

While you retain the freedom to make decisions that you feel most comfortable with, you can rely on your Count Financial Adviser to present proven strategies to you and provide professional advice to guide you in making sound decisions. As circumstances change, it is important to review your long-term financial plan.

You must read this document in conjunction with the Financial Adviser's Profile, which gives you more detail about your financial adviser and the franchise for which they work. Only when read together do these documents form the full Financial Services Guide.

Financial services and products offered

Having access to a comprehensive range of products and services ensures your financial adviser can provide a tailored financial solution just for you.

The services we can provide

Count Financial Advisers are able to provide advice in the following areas:

- managing your cashflow and savings;
- saving for the future and creating wealth;
- reducing debt;
- protecting yourself and your family against unforeseen events;
- planning in the event of redundancy;
- saving through superannuation; and
- planning for retirement.

The products we can recommend

To implement our advice, we will only recommend quality products and services that are suitable for you. The types of products that Count Financial Advisers are able to provide advice on include:

- Basic deposit products
- Life Insurance
- Managed investments
- Securities (including shares)
- Retirement products
- Margin Loans

Services for which Count is not responsible

Count is only responsible (together with your adviser) for services offered by your adviser as a Count Authorised Representative and not in any other capacity, including as an accountant or tax agent such as:

- taxation advice and services such as completing tax returns;
- accounting and audit services;
- Self Managed Super Fund compliance and administration services;
- business or legal advisory services and referrals;
- advice on unlisted or private companies and investments, private development funds, franchises, high yield debentures, direct property, property syndicates, solicitor's or other mortgage schemes, derivatives, general insurance or direct international shareholdings;
- any other services not provided as a franchisee of Count.

In all your dealings with your adviser you must satisfy yourself as to who is responsible for the advice or service. If you require further clarification please contact Count Head Office on 1800 026 868.

Approved Products

Count uses independent research providers to select a range of high quality

products worthy of recommendation to our clients. While other products may also be suitable to your needs, your adviser will generally only provide advice on products on the Count Approved Product List (APL).

Advice documents

You may receive the following documents when your financial adviser provides financial services to you:

Statement of Advice (SoA)

If your adviser provides personal advice tailored to your personal circumstances and needs, you will receive a SoA. The information contained in the SoA will help you make an informed decision in relation to the advice provided. It also sets out the advice, the reasons for the advice and details about any remuneration payable.

Record of Advice (RoA)

If you were previously issued with a Count SoA, certain circumstances may allow the provision of further advice without the need for another SoA. Where this is the case, you are entitled to request a RoA within 7 years after the advice was provided. The RoA can be requested from your adviser and will detail the further advice and the basis of those recommendations. Additionally, in certain circumstances where you are provided advice on a small investment balance or strategy advice only, you may be issued with a RoA. Your adviser is required to provide you with a copy of the RoA in this circumstance, which will outline the advice, the reasons for the advice, and details about any remuneration payable.

Product Disclosure Document (PDS)

You will receive a PDS if your adviser recommends a financial product or offers to arrange the issue of a financial product on your request. The PDS contains information about a financial product's features, fees, benefits and risks.

Non-advisory transactions

At times you may wish to make an investment transaction and do not need assistance from us with any decisions in relation to the product or transaction. In these cases, we can take your instructions and arrange for the transaction to be completed, without providing personal advice.

If you wish to proceed without advice from us we will ask you to confirm your instructions in writing and sign an acknowledgment form. Any assistance we provide to complete your transaction should not be taken as a recommendation or endorsement of the product or transaction.

Fees and remuneration received

The cost of any services to you will depend on the nature and complexity of the service provided.

Payment Options

We will agree with you the method of payment and amount of charges before we provide any advice or services. Our payment methods include:

- financial planning advice fees; and/or
- commissions.

These methods are explained below and the actual costs will be disclosed in our written advice to you or in the acknowledgment form completed when a transaction is requested.

Financial Planning Advice Fees

The fees charged for our advice and service may be based on:

- a dollar amount;
- a percentage of the amount invested;
- an hourly rate; or
- a combination of some or all of the above.

Our financial planning advice fees may include charges for:

- providing you with a Statement of Advice
- providing you with ongoing advice and service; or
- other fees – for example, a fee for a transaction,

You may choose to pay these fees directly or from the product(s).

Further details on fees are provided in your Financial Adviser's Profile.

Commissions

Commissions may be paid by the organisations issuing the financial products we recommend, the amount may vary depending on the product:

- for investments, upfront commission is a percentage deducted by the product provider from initial investments.
- for investments, ongoing commission is a percentage of the value of ongoing investment balances and is calculated at the end of each month.
- for insurance products, a percentage of the premium you pay.
- for loan products, a percentage of the outstanding loan amount.

If a direct fee is charged, your adviser may rebate some or all of the above commission.

Other Relationships

Fees we pay to referrers

If you have been referred to us by a third party we may pay the referrer a fee. The franchisee and/or your adviser may also receive a benefit

for referring you to third parties for specialist services. If applicable, further details will be disclosed in your Financial Adviser's Profile and Statement of Advice.

Fund Manager Payments

Count may receive payments from financial institutions based on the average balance of all funds placed by Count Advisers in each relevant institution's investment option(s). These payments are not shared with the franchisee or your adviser.

Other Incentives

Franchisee Incentive Option Plan (FIOP)

All franchisees have the potential to receive Count Financial Limited options based upon their annual contribution to Count. Achievement of pre-determined annual thresholds may qualify franchisees to be eligible for receipt of Count options, fee waivers, cash rebates, and reduced interest rates on business acquisition loans held with Count. Where options are granted they are issued at a 12.5% discount to market value and available for conversion to shares in 3 to 5 years from their issue date upon payment of the exercise price.

The products and services available via your adviser have varying degrees of profitability to Count. Remuneration derived from delivering these products and services that contribute to the pre-determined thresholds will be disclosed within the advice document we provide to you.

Fee rebate or waiver

The franchisee and/or your financial adviser may also receive fee waivers, fee subsidies and/or fee reimbursements. These fees are for the provision of support services provided by Count to the franchisee and include such items as annual membership fees, software and data service fees, paraplanning fees and the travel and accommodation costs associated with attending conferences and training events.

Alternative remuneration

Count and your adviser may also receive indirect benefits from product issuers for the services provided to you in relation to their products. Count and your adviser maintain a register of any benefits received that exceed \$300 in value. You can see a copy of this register by asking us.

Professional Development Conference Sponsorship

Count Financial Limited may receive conference sponsorships from various product providers. These sponsorship fees help Count offset the organisational and running costs of its conferences which serve as a valuable training tool for our financial advisers.

Complaints, privacy and compensation arrangements

We always strive to provide quality advice and service and welcome any feedback that allows us to continue to improve our services.

What to do if you have a complaint

Count Financial Limited is committed to resolving your concerns. If you are not fully satisfied with any part of the service or advice, provided for whatever reason, you should take the following steps:

Step 1: Your financial adviser

If you have a complaint about the advice or services provided to you, then contact your adviser using our contact details in the Financial Adviser Profile. Most complaints can be resolved quickly and fairly at this stage.

Step 2: Complaints Manager

If not satisfactorily resolved within 5 business days, please lodge a complaint with:

Attn: Complaints Manager
Count Financial Limited
GPO Box 3323
Sydney NSW 2001

Email to: reportcomplaints@count.com.au

Ph: (02) 8272 0288

Fax to: (02) 9241 7342

Step 3: Financial Ombudsman Service (FOS)

If a satisfactory outcome is not reached within 45 days you have the right to make a complaint, free of charge, to the Financial Ombudsman Service (FOS).

Attn: Financial Ombudsman Service (FOS)
GPO Box 3,
Melbourne, Victoria 3001

Email to: info@fos.org.au

Fax to: (03) 9613 6399

Phone: 1300 780 808

Information about your rights can also be obtained from the Australian Securities and Investments Commission on 1300 300 630.

Count's compensation arrangements

Count Financial Limited holds a Professional Indemnity Insurance Policy, which complies with the requirements for compensation arrangements under the Corporations Act. This insurance is subject to terms and exclusions and generally covers claims arising from the actions of current or former employees or Authorised Representatives of Count Financial Limited.

You do not have a direct right to claim under this insurance. Rather, this insurance has been obtained to ensure sufficient resources will be available to meet claims against Count Financial Limited.

How we handle personal information

Privacy considerations

Count Financial Limited recognises that your privacy is paramount. We are bound by, and committed to supporting the National Privacy Principles set out in the Privacy Amendment (Private Sector) Act 2001.

Information acquired by Count in the course of providing services will not be disclosed to other parties without your express consent, except as required by law or professional obligation.

To learn more about how we collect and use your personal information (for marketing and other purposes) and respect your privacy, see the Count Privacy Policy Statement at www.count.com.au.

If you wish to review your personal information held by Count please contact us on 1800 026 868 or email privacy@count.com.au.

Anti-Money Laundering / Counter-Terrorism Financing

Count Financial Limited has an obligation under the Anti-Money Laundering and Counter-Terrorism Financing Act to verify your identity before we can provide you with any financial services.

Your adviser will let you know what documentation you will need to present to satisfy the customer identification requirements and meet our legal obligations.

The next step

Please confirm with your financial adviser if you wish to proceed to the next step, which involves us providing you with a tailored financial solution. We look forward to working with you and establishing an ongoing relationship that assists you in achieving your needs and financial goals.

Financial Adviser Profile

This profile is part of your Financial Services Guide and should be read in conjunction with this document.

EC Financial



Authorised Representative Number: 4661

EC Financial, ABN 24 049 852 123 is an Authorised Representative of Count Financial Limited. Our firm's adviser(s) listed below will provide the financial services set out in this guide, in their capacity as Authorised Representatives.

Our Contact Details:

Address: GPO Box 1538, Sydney NSW 2001
Phone: (02) 9232 7466 Fax: (02) 9251 3973
Email: ec@ecfinancial.com.au Web: www.ecfinancial.com.au

Ian Carter

Authorised Representative Number: 4290

Ian is an Authorised Representative of Count and a partner, and receives commissions payable from the companies within which you may invest.

Ian has 22 years of experience in the provision of financial/accounting advice and 12 years experience in the provision of financial planning advice. Ian has attained Graduate Diploma of Financial Planning, Graduate Diploma of Applied Finance and a Bachelor of Commerce. He is a fellow of the Financial Services Institute of Australasia and a member of the Financial Planning Association of Australia.

He is authorised to provide the services listed in this financial services guide.

How to Contact me: ian.carter@ecfinancial.com.au or (02) 9232 7466

John Ellis

Authorised Representative Number: 1198

John is an Authorised Representative of Count and a partner of EC Financial, and receives commissions payable from the companies within which you may invest.

John has 24 years of experience in the provision of financial/accounting advice and 12 years experience in the provision of financial planning advice. John is a CA (Financial Planning Specialist), CFP and holds a Bachelor of Commerce. John is an associate of the Financial Planning Association, Institute of chartered Accountants and a fellow of the Taxation institute of Australia.

He is authorised to provide the services listed in this financial services guide.

How to Contact me: john.ellis@ecfinancial.com.au or (02) 9232 7466

Advice Preparation and Implementation fee

Prior to the provision of personal advice we will agree upon a preferred payment option for both parties. Below is a summary of our available payment options that can be combined to pay for our services. These payment options include:

Time Based Charging

- i) The fee for the preparation and implementation of our advice is calculated based upon the time we spend developing the plan. Our hourly rate is \$330 per hour (incl. GST) with our advice preparation fee ranging from \$550 (incl. GST).

Price can vary depending on scope and complexity and we will provide you with an estimate of the overall cost. If extra charges apply, then we will inform you before proceeding with any work.

Service Based Charging

- ii) The fee for the preparation and implementation of our advice is calculated based upon a fixed price agreement. This fixed dollar amount will vary based upon the complexity of advice being provided and agreed upon prior to commencement.

Asset Based Charging

- iii) The fee for the preparation and implementation of our advice is calculated as a percentage of the dollar amount invested or premium amount paid. Our minimum fee for this is \$550 (incl. GST) and the maximum fee is calculated based upon fee schedule 1 and/or fee schedule 2 below.

Schedule 1 (investments)

Maximum initial fee*	Investment amount	Average portfolio charge
4.40%	first \$50,000	\$2,200 on \$50,000
2.75%	next \$50,000	\$3,575 on \$100,000
2.20%	next \$100,000	\$5,775 on \$200,000
1.65%	next \$100,000	\$7,425 on \$300,000
1.10%	next \$700,000	\$15,125 on \$1 million
0.55%	over \$1 million	

* Fees on tax effective products are capped at 4.4% with any excess refunded back to you.

Schedule 2 (insurance)

Commission Structure	Upfront Amount	Ongoing Amount
Level	Up to 33%	Up to 33%
Hybrid	Up to 85%	Up to 25%
Upfront	Up to 124%	Up to 18%
Stepped	Up to 95%	Up to 20%

Should you decide not to implement our recommendations, the fee for the preparation of the Statement of Advice will be payable in full.

Count may retain a portion of fees and commissions received from the providers of the underlying products. Where this applies all fees and commissions will be disclosed in your Statement of Advice.

Supplementary service fees

For supplementary services, such as the provision of general research material or the completion of administrative tasks our fee will be calculated on a time basis of \$330 per hour.

Ongoing service fees

Our ongoing advice fees vary depending on scope and complexity and range from \$2,200 (incl. GST) unless otherwise agreed. The exact cost of the ongoing review service will depend on the

review offering we recommend and this will be disclosed within the advice document we provide to you.

Should you require any additional services outside of any agreement between you and your adviser, an amount of up to \$330 per hour, may be applied.

Count may retain a portion of fees and commissions received from the providers of the underlying products. Where this applies all fees and commissions will be disclosed in your Statement of Advice.

Non-advisory implementation fees

Managed funds: A fee of \$150 per investment transaction (excluding any non-rebateable component of fund manager fees) will be applied, plus any applicable ongoing commission paid by the product provider.

Share transactions: A fee of 1.5% (includes both adviser and broker charges) of the amount to be invested will be applied, subject to a minimum adviser fee of \$150.

Wealth Protection: A fee of up to 124% of first year's premium may be applied, plus any applicable ongoing commission paid by the product provider.

Referral arrangements

We have a referral arrangement in place with the providers detailed below. If you use the services of these providers I will receive the corresponding fee disclosed in the below table for the referral of your business. This will be paid for by the relevant provider and is not an additional cost to you.

Referral Arrangement	Description of Referrer	Payment Made to Adviser
Curo Financial services	Curo Financial Services is a Member of Count and provides wealth protection solutions to clients.	Any commission received will be split 51% to Curo Financial Services, 34% to EC Financial and 15% to Count Financial Limited.
finconnect	finconnect provides lending and financing solutions clients. These services will either be provided by a finconnect lending managers or a loan writer at another Count Firm.	Any upfront commission received will be split 30% to the lending manager, 30% to finconnect and 40% to EC Financial. Any ongoing commission received will be split 10% to the lending manager, 30% to finconnect and 60% to EC Financial.
Pacific East Coast Property	Pacific East Coast Property is one of Australia's leading sources of property investments. They can assist clients that may be interested in investing in direct property.	A referral fee of 2% (plus GST) of the purchase price is paid to EC Financial. This is paid in two instalments 50% on exchange of Contract and the remainder at settlement. In addition 1% of the purchase price is paid to Count Financial Limited, and will contribute to our firm's annual revenue contribution to Count. These fees are paid by Pacific Eastcoast and are not an additional cost to you.

- Hales Redden & Partners Pty Ltd
- Stephen Page & Co
- Baker & Koenig
- Australia Taxation Services
- Raymond L Thompson & Co Pty Ltd
- Beans Financial Services

Disclosure to be used where another party receives commission for referral to you.

If you have been referred to us by the above firms, and you use our services, the firm will receive 20% of the total initial commission for the referral of your business and 20% of the ongoing commission. This will be paid from the initial fees and total ongoing fees disclosed above and will not be an additional cost to you.

8 reasons to choose a Count Wealth Accountants adviser at

EC Financial



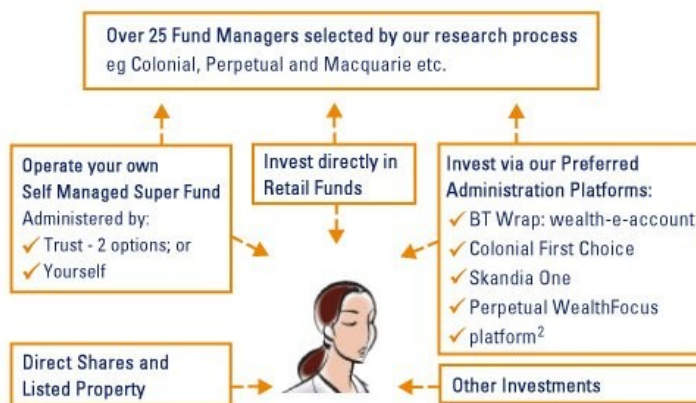
✓ Your peace of mind is our goal

For 24 years Count has provided written Statements of Advice (Financial Plans) to help Australians reach their goals with peace of mind.

✓ We're on your side

We're not controlled by a financial institution (eg Banks. Life Insurance Companies or Fund Managers). After listening to you, we'll recommend investments based on their suitability to your specific needs... not the financial interests of a parent company! We are an independently owned Australian company.

There is more than one way to invest with us...



All consolidated for you to view online via My Net Wealth

✓ Highly qualified

To be eligible to join the Count network, our advisers must meet strict criteria and undergo comprehensive, ongoing training and audits.

✓ Pay less tax

As Accountants we understand tax and can ensure you take advantage of strategies to legally reduce tax – that's advice most financial planners are not qualified to give!

✓ Save you time

You're busy. Our comprehensive advice saves you time and the hassle of visiting a number of different financial professionals. We can advise you on financial planning, investments, loans and wealth protection.

✓ Save you money

Our fees are very competitive and you have the benefit of ongoing, professional, tax-effective advice!

✓ Big enough to trust

Your Count adviser is backed up by Count Financial Limited - a public company listed on the ASX – established in 1980.

Count is Australia's largest independently owned network of financial planning accountants and advisers and the 3rd largest network overall.

Top 5	Product Manufacturer?
1. AMP	Yes
2. Professional Investment Services	Yes
3. Count Financial Limited	No
4. Westpac	Yes
5. AXA	Yes

Source: DEXX & R Research 2004.

✓ Small enough to care

Each Count Franchisee is independently owned and operates in their local community advising their clients.

EC Financial is a Member of

Count Financial Limited.

'Count' and Count Wealth Accountants® are the trading names of Count Financial Limited.

ABN 19 001 974 625.

AFS Licence Number 227232