



...Media release...

Count: 80% of problems in practice are process, 20% people

Sydney, May 12: Count Financial believes as much as 80% of the problems in delivering advice efficiently are a result of process issues, with only 20% down to the people in a business.

Based on enhancements to the Count Financial business over the past six months, Count has estimated that 37,000 adviser hours will be saved across the network each year through technology solutions and integrations. Count's improvements have been focused on client onboarding and a refinement of its custom Xplan system that allows a Statement of Advice to be created more quickly.

These refinements, and a simplification and enhancement of quality assurance processes around the provision of advice, have allowed Count advisers to deliver an increase of 31% in advice documents in the quarter to March, compared with last year. This increase has been achieved with 81% of last year's number of advisers.

"As we build the licensee of the future, we know we must develop a framework that helps our network deliver advice more efficiently and comprehensively than in the past," says Andrew Kennedy, Chief Advice Officer at Count Financial. "We believe as much as 80% of the problems in practice are process, with only 20% down to the people in the business.

"Through the use of technology, we will enable our advisers to find more time each week for working closely with their clients to help them achieve their personal and business goals."

Count Financial's ongoing search for efficiencies has helped the network start to become a destination of choice for firms that meet the Count criteria and match the CountPlus 'family photograph'.

"Although the advice industry is in a period of turmoil and adviser movements are higher in the past two years than they have ever been, we are encouraged that we are fielding inbound requests to join our network from well-established and trusted converged accounting and advice businesses," Kennedy said.



Count Financial has developed a new adviser training program and a four-stage Count Professional Year support program to help its advice businesses prepare for the next generation of financial advisers.

Recent research by Adviser Ratings shows Count Financial was the second best-placed licensee for adviser education levels; only 12% of Count advisers require significant effort to meet education requirements, compared with 41% at top-20 licensees overall.

...ENDS...

All media enquiries:

Keith Barrett

Reverb Media

M 0415 751 100

E keith@reverb-media.com.au