



**...Media release...**

## **Count continues to focus on growth**

**Sydney, 21 May: Count Financial has continued its focus on recruiting quality accounting-led advice firms with the appointment of Chris Burton as a growth-focused Practice Development Manager.**

Burton – whose resume includes tenures at Affinia, CBA and AMP – has been tasked with growing the Count network by bringing in new firms, and to help existing firms grow by revisiting their revenue channels and business strategies.

Count’s Chief Advice Officer, Andrew Kennedy, said the appointment highlighted how Count is committed to growing its network in these times of change, and becoming a licensee of choice in the future of financial advice.

“For some time now, we have been talking about our commitment to growth at a time when other players have been leaving the industry. There are quality advisers out there who are looking for a licensee that has a long-term vision, and the systems in place to achieve it. Chris’s appointment will help us deliver on this strategy.

“His experience speaks for itself. He has a strong track record in practice development and growth roles over the past two decades and has an intimate knowledge of the industry. We’re thrilled to have him on board as we continue to expand our network,” Kennedy said.

Burton’s appointment is the latest in a series of targeted recruits for the CountPlus-owned licensee, which last month appointed Phil Creswell from IOOF to the role of Head of Professional Standards. Burton commenced with Count on Monday 18 May.

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All media enquiries:

Keith Barrett

Reverb Media

M 0415 751 100

E [keith@reverb-media.com.au](mailto:keith@reverb-media.com.au)