

From: FERGUS HARDINGHAM [<mailto:FergusH@fmfinancialsolutions.com.au>]

Sent: Thursday, 22 June 2017 2:32 PM

To: Sub APESB <sub@apesb.org.au>

Subject: Submission on APES230 Financial Planning Services

The Chairman
Accounting Professional & Ethical Standards Board Limited
Level 11, 99 William Street
Melbourne VIC 3000

Dear Ms Roxon,

I am writing to you concerning the APESB's current review of ethical standard APES230.

I am a licensed financial planner/adviser who is delivering a genuine fee for service basis (no commissions, no asset fees, no third-party payments, no volume bonuses, no other product sales incentives) to my advice clients.

I encourage the APESB to amend APES230 to mandate a genuine fee for service approach for accountants who offer financial planning services. The removal of any perceived or real conflict regarding how advisers are remunerated for their advice is the only approach which is consistent with a true profession acting in the public interest. It is also the only approach fundamental for the impartiality and integrity required between financial advisers and the public if we are to serve as advice professionals.

No doubt, some will suggest that a genuine fee for service approach is impractical and unprofitable. This is just not correct. The approach my firm is taking is proof of that, as is the growing number of financial planning practices throughout Australia which adopt a similar approach when delivering their professional advice.

I acknowledge that some advisers who are currently receiving conflicted remuneration may need some time to make the transition. Therefore, I recommend a reasonable period in which to do so (perhaps, 2-3 years). Thank you for the opportunity to make a submission on this important topic.

If you have any questions, please contact me.

Yours sincerely,

Should you have any queries with respect to the contents of this email or any other issue, please do not hesitate to contact us on (02) 9518 7822, or alternatively reply to this email.

Kind Regards



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FM Financial Solutions is a trusted provider of financial advice. We have recognised that many providers of financial services do not have a transparent offering and that many Australians settle for advice that is not in their best interest.

At FM Financial Solutions we offer a true fee for advice. This means that any commission we receive for any investment or insurance recommendation we make is rebated to our client. It also means that we do not charge by percentages, as we believe the only way financial advisers should be remunerated is by the hour or on a set flat fee basis - based on the amount of work and value we put into client's situations, and not on the size of their investment or the life insurance premium payable.

Our honest and ethical approach ensures that all our client's options are assessed so they feel secure in knowing that they have left no stone unturned in the pursuit of their personal and financial goals. This correspondence is for attention of the addressed person/persons only and is considered to be confidential. Should you have received this email in error, please reply back and delete the email from your hard-drive and server.



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