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HOW TO GET DEALS
OVER THE LINE

ANTHONY WALDRON
NAB'S BIG PLANS FOR
THE BROKER MARKET

YEAR IN REVIEW
MPA LOOKS BACK ON
THE YEAR THAT WAS

HOT LIST

The movers and shakers who have made waves in the mortgage industry





As we look back on what has been a remarkable year for the mortgage broking profession, **MPA** presents its hot list of the industry players who have made waves... or dropped off the radar





Who: Lyn Cobley
What: Executive general manager, retail products and customers
Where: Commonwealth Bank

One of the hottest stories of 2013 – in terms of comings and goings in the mortgage industry – was the news that Kathy Cummings would be stepping down from her role at CBA at the end of the year, with Lyn Cobley stepping in to assume responsibility of the broker sales service team. Cobley appears to be inheriting the broker-facing role after a good year for CBA: in 2013 the bank delivered its long-awaited Everyday Offset account, while it also took the number one ranking for the third year in a row in *MPA's* Brokers on Banks survey.

Who: Damien Muir
What: BDM
Where: Commonwealth Bank

BDMs are an important conduit between brokers and lenders, and Damien Muir's enthusiastic approach to the job and glowing appraisals saw him scoop the Australian Mortgage Award (AMA) for Best Bank BDM as well as for Australian BDM of the Year. This is a man whose star is well and truly on the rise.



Who: Steve Kane
What: General manager, broker distribution
Where: NAB Broker

Industry stalwart Steve Kane was the obvious choice to take the hot seat at NAB Broker after his predecessor John Flavell moved into NAB's wealth division. With years of experience under his belt, most recently as general manager at Advantagedge, Kane has been given the seal of approval to continue NAB's strong work in the broker space.

Who: Keiran Evans
What: Head of third party relationship channels
Where: ANZ

Kieran Evans moved into his new role at ANZ in 2013, and wasted no time in hitting the road to ask for honest feedback from the broker community on the bank's service proposition. ANZ came third in *MPA's* Brokers on Banks

survey but, when discussing the results with *MPA*, Evans stressed that ANZ wouldn't be resting on its laurels.



Who: Doug Lee
What: Head of sales
Where: Macquarie Mortgages

Lee and the Macquarie team really set their stall out in 2013 and made it clear they were making a



serious play for a larger share of the mortgage market, using the broker channel as their conduit. This year, the non-major lender made waves by jumping from seventh to fourth in *MPA's* Brokers on Banks survey, winning the AMA for Best Industry Advertising campaign, and partnering with Yellow Brick Road.



Who: Fons Caminiti
What: Senior manager, broker distribution
Where: Adelaide Bank

Fons Caminiti was installed in November 2013 to lead Adelaide Bank's broker distribution division at the national level. The new role is a key part of the restructuring and repositioning of Adelaide Bank's broker business, meaning that Caminiti will be one to watch as the bank continues to reinvigorate and enhance its value proposition for the broker channel.



Who: Anthony Waldron
What: Executive general manager, growth partnerships
Where: NAB

The NAB/Advantage family went through a management restructuring in 2013, with Anthony Waldron stepping into the position of executive general manager, growth partnerships, and taking charge of NAB's growth leadership team, which includes the CEOs of PLAN, Choice, FAST and NAB Broker.



Who: Patrick Tuttle
What: CEO
Where: Pepper

Pepper may have ultimately conceded defeat in the bidding war for RHG, but elsewhere it's been a successful 12 months of expansion for the company. In 2013, Pepper was added to Aussie's lender panel; acquired a \$250m small-balance commercial mortgage portfolio from Citigroup; updated its suite of mortgage products; and announced its second public securitisation issue utilising prime loans originated by the GE Capital Australian mortgage portfolio (acquired by Pepper in 2011). This is a company that's on the move.

Who: Stephen Moore
What: CEO
Where: Choice

Under Stephen Moore's custodianship, Choice has gone from strength to strength. In October 2013, for example, Choice reached the milestone of hitting \$1bn in loan settlements – an uplift of over 30% from October 2012. And it appears that Choice's brokers are a happy bunch, with its latest annual survey showing an 89% satisfaction rate and an inflow of new brokers choosing to partner with the group.



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Mortgage Professional Australia continues to be the key resource that mortgage brokers and industry professionals turn to for in-depth industry issues, market trends, business analyses and intelligence. Each issue is packed with updated relevant information such as all the latest mortgage products, diversification strategies, sales and marketing tools, career education and training, regulation & legislation updates.



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Who: Joe Hockey
What: Treasurer
Where: Federal Government

It doesn't get much hotter in finance circles than being in charge of the nation's budget. It's too soon to pass judgment on how Hockey's time in office is being received by the mortgage industry, but no doubt the lenders will be hoping for some relief from the bank-bashing Wayne Swan indulged in during his time in charge of the government coffers.

Who: Peter Vala
What: Head of sales and distribution
Where: Thinktank

Thinktank initiated a reinvigoration phase in 2013, and Peter Vala joined the executive team in the newly created role of head of sales and distribution. Fresh from six years as a senior manager and executive at ANZ, Vala will be bringing his industry experience to the fore and will be a very visible face and presence with the specialist lender.



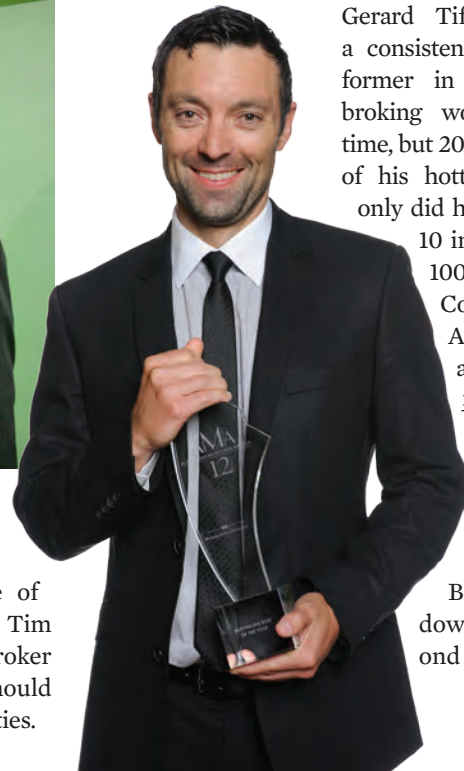
Who: Paul Eldridge
What: CEO
Where: Intellitrain

Paul Eldridge has achieved something of a game changer in the world of broker education by securing VET Fee Help for Intellitrain's courses. This 'study now, pay later' option, funded by the Federal Government, is a HECS-style loan that allows brokers to defer repayments until they're earning over a certain threshold.



Who: Tim Brown
What: President
Where: MFAA

The Vow Financial CEO took on the role of president of the MFAA in November 2013. Tim Brown's industry experience of working as a broker at a lender, and now as CEO of an aggregator, should serve him well when it comes to his MFAA duties.



Who: Gerard Tiffen
What: Managing director
Where: Tiffen & Co

Gerard Tiffen has been a consistently strong performer in the mortgage broking world for some time, but 2013 has to be one of his hottest years. Not only did he make the top 10 in the MPA Top 100, but Tiffen and Co took out the AMA for Brokerage of the Year ≥ 6 Staff - Independent, along with the top spot in the MPA Top 10 Independent Brokerages run-down for the second year in a row.



Who: Colin Lamb
What: Director
Where: Mortgage Solutions Australia

The year 2013 will be one to remember for Colin Lamb. Not only did he boost his settlement figures to take out the number one spot in the *MPA* Top 100, but he was also awarded the AMA for Australian Broker of the Year.

Who: Stewart Saunders
What: National manager, brokers
Where: ME Bank

Stewart Saunders and the ME Bank team made major inroads into the broker channel in 2013 with a slew of offerings – some of the lowest rates on the market. ME Bank managed to get itself on the panels of 11 aggregators over an 11-month period, with loan applications from brokers more than doubling from 9% to 20% between August and September 2013.



Who: Phil Quin-Conroy
What: CEO
Where: PLAN

Phil Quin-Conroy took the CEO hot seat at PLAN this year. With his wealth of financial services and mortgage broking experience, most recently heading up the team in charge of Advantedge's Podium platform, he's been charged with helping PLAN brokers grow their businesses efficiently.



Who: Keith Levy
What: National manager
Where: Deposit Power

Late in 2012 Deposit Power was sold to New Zealand-based CBL Insurance, meaning Keith Levy has had a busy time overseeing the handover from Vero to CBL. Having managed the run-off, Levy was officially installed as Deposit Power general manager with CBL in January 2013 – and with the change of ownership comes a renewed determination to increase awareness and grow the company's deposit guarantee portfolio in Australia.



Who: Allan Savins
What: COO
Where: RESIMAC

It's been a busy period for Savins and the RESIMAC team, with a syndicate from the company making moves to acquire RHG, a mortgage management firm that consists of the remnants of mortgage firm RAMS, which was sold to Westpac in 2007. Pepper also stepped up to the plate, engaging RESIMAC in a fierce bidding war, with the RHG board eventually accepting the RESIMAC bid. This included a cash offer to all RHG shareholders of 50.1 cents per share.



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Who: Justin Doobov
What: Managing director
Where: Intelligent Finance

It was a good year for Intelligent Finance, with the brokerage taking out the AMAs for Brokerage of the Year ≤5 Staff – Independent and Australian Brokerage of the Year, while, on a personal level, Justin Doobov made the top 10 in MPA's Top 100 hall of fame.



Who: Ranjit Thambyrajah
What: Managing director
Where: Acuity Funding

Despite the 2013 MPA Top 10 Commercial Brokers rundown drawing its most competitive field to date, Ranjit Thambyrajah managed to beat off all comers by a significant margin to take the number one spot for a mighty impressive fourth year running.



Who: Jega Rajan
What: COO
Where: Infinitive

Jega Rajan has been busy working on introducing innovative software solutions to the broker market. His aim has been to introduce a CRM solution that helps brokers in three key areas – productivity, mobility and diversification – and he believes his e-Lodge+ product is just the ticket. He claims that his offering improves efficiency by removing the need for data re-entry, reduces lodgement times to 10 to 15 minutes, and gives 100% accuracy.



Who: Tony MacRae
What: General manager of mortgage broker distribution
Where: Westpac

Tony MacRae and the Westpac team came up with a few eye-catching broker incentives this year, such as its volume incentive deal that saw members of aggregators who hit their targets receive an extra 10bps of upfront commission on Westpac deals, regardless of their individual volumes through the bank. Meanwhile, the bank was awarded the AMA for Most Effective Internet Presence as a result of its ongoing commitment to mobile and online channels. Internet Presence.



Who: Iain Forbes
What: Director
Where: AFM

AFM celebrated its 10-year anniversary in 2013, and Iain Forbes deserves a huge pat on the back for steering the company through some of the most turbulent times to have ever hit the Australian financial services landscape. AFM's robust processes and prudent approach to funding have seen it ride out the worst of the GFC, and Forbes is determined to continue to provide a viable alternative to the majors for brokers to have in their arsenals.

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In October 2013, we celebrated 10 years in business. That's 10 years of consistent growth and success, over 1,950 members, consecutive settlements over \$1.8 billion, more than 20 industry recognised awards and counting. Starting with just 2 brokers on our books, we set out to create a service that allowed mortgage brokers to make substantially more profit, and we're pretty happy with what we have achieved.

We attribute our success to our members who have embraced our innovation, software and unique flat fee model – allowing them to minimise costs and maximise profits. We'd like to take this opportunity to thank everyone who has supported us for the past 10 years, and ask those who are yet to join us, 'Shouldn't you be succeeding with Connective too?' Join in our success today!

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Who: Moshe Moses
What: Director
Where: Niche Financial Group

Moshe Moses proved to be a leading light when it came to diversification in 2013. To cement his status as one of the country's top providers of diversified financial services, Moses won the AMA for Broker of the Year – Finance, while his company, Niche Financial Group, was awarded the AMA for Brokerage of the Year – Diversification.



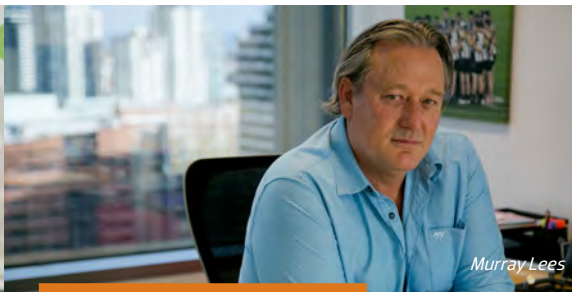
Who: John Kolenda
What: Director
Where: Finsure

John Kolenda went on the acquisition trail over the past year or so, with Finsure's acquisition of LoanKit in particular making a splash in the broker space. Kolenda believes that combining the two businesses will create a solid platform for his operations, and the plan moving forward will be to mainly concentrate on what each company individually does best, while capitalising on any opportunities produced by the new acquisition.



Who: Peter Wood
What: General manager
Where: Bluestone Asset Management Australasia

Bluestone is back in the lending business, and Peter Wood has been busy partnering with major aggregators, such as AFG, to get his lender's name back on the list of panellists. Bluestone took a step back from issuing mortgages during the GFC, but continued to fulfil its contractual obligations, service its mortgage book and pay trails to brokers – and it's this solid business background that is helping Bluestone to make its comeback.



Who: Glenn and Murray Lees
What: Directors
Where: Connective

Connective hit some major landmarks in 2013, announcing record settlements and an increase in broker numbers. Additionally, with the launch of Connective Socialise, the aggregator is aiming to enable brokers to engage their audiences through social media. Glenn and Murray Lees have also become vocal advocates of transferable trails, labelling the issue as "a fundamental right for all brokers".

OFF THE BOIL



Who: Chris Bowen
What: Shadow treasurer
Where: Federal Parliament

Chris Bowen got a shot at the big time when he was appointed federal treasurer after Kevin Rudd reclaimed the prime ministership from Julia Gillard in dramatic circumstances. However, his tenure as treasurer proved to be short-lived, as Labor was voted out of office within months of the Rudd coup.



Who: Stephen Porges
What: Former CEO
Where: Aussie Home Loans

Stephen Porges took a step back from the limelight when he resigned from his role as CEO of Aussie Home Loans. Porges had been with the company since 2008, and had guided it through a number of important acquisitions. According to an official statement, Porges resigned in order to “pursue other interests”. At the time of Porges’ resignation, Aussie’s executive chairman, John Symond, thanked Porges for his contribution to the company’s success and wished him well in his future endeavours.



Who: Greg Medcraft
What: Chairman
Where: ASIC

Why: The year 2013 was a difficult one for Medcraft, with the ASIC chairman finding himself having to defend the corporate watchdog against media claims that it failed to adequately respond to the Leighton Holdings foreign bribery allegations. In setting the record straight, he admitted that ASIC had limited resources, generally focused on enforcement actions for corporate governance on public companies, rather than proprietary ones.