

HALL OF FAME

MPA *Top 100* **BROKERS** 2011

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Making MPA's Top 100 Brokers list has long been a target for Australia's top-performing mortgage intermediaries and this year is no different. **BARNEY MCCARTHY** unveils this year's hall of fame and profiles the nations' elite advisers

Tough market conditions. Economic uncertainty. Time consumed with compliance. Commission cuts. To charge or not to charge a fee for advice? Diversifying vs taking your eye off the ball. Brokers could be forgiven for concentrating on keeping their heads above water dealing with the aforementioned issues rather than settling settlement records, but plenty of you have defied the doubts to post impressive figures. It's not just old hands who are faring well either – 44 of this year's top 100 were new entrants or re-entries from prior to 2010 and three such brokers even made the top five, proving that there is plenty of new blood to sustain the broker talent pool. Only three of last year's top 10 were able to reach the upper echelons again this time around, showing that competition is as keen as ever.

Much has been made of remaining brokers benefitting from licensing purging the industry of uncommitted part-timers, rogues and deadwood, and the results

would appear to back that sentiment up. At the top of the pile, this year's winner settled a total of \$170m worth of home loans – a new record for the Top 100 list – which will inevitably lead to speculation on when we will see the first \$200m broker. Four other brokers posted nine-figure sums and 47 in total are averaging over \$1m a week – no mean feat. In fact, brokers needed to have written \$38.2m to even make the list, showing the depth of broking talent across the country.

Thanks to all the brokers who took the time to enter and congratulations to all those who made the cut.

METHODOLOGY

Entry to the Top 100 list was open to all accredited brokers through the Broker News website. All loans had to be originated solely by the individual entrant in the financial year 2010/11. Entries were then verified by lenders, aggregators and franchisors to ensure the integrity of the submissions.

SPECIAL REPORT / TOP 100 BROKERS

2011 RANK	2010 RANK	FIRST NAME	LAST NAME	COMPANY	LOCATION	TOTAL SETTLEMENTS	TOTAL NO. OF LOANS
1	N/A	Mark	Davis	The Australian Lending & Investment Centre	Melbourne, VIC	\$170,056,945	478
2	N/A	Jeremy	Fisher	1st Street Home Loans	Rose Bay, NSW	\$131,877,766	165
3	2	Justin	Doobov	Intelligent Finance	Bondi Junction, NSW	\$122,650,297	225
4	N/A	Raymond	Xue	ACA Mortgage Solution	Sydney, NSW	\$104,317,807	213
5	12	Ruan	Burger	Home Loans Etc	Gladstone, QLD	\$100,200,000	322
6	19	Rael	Bricker	House & Home Loans	Perth, WA	\$94,160,000	204
7	71	Warren	Dworcan	Rate Detective Home Loans	Osborne Park, WA	\$93,600,000	220
8	14	Andrew	Brumby	Develop + Invest Pty Ltd	Seaford, VIC	\$92,197,000	307
9	6	Katrina	Rowlands	Mortgage Success Pty Ltd	Wollongong, NSW	\$89,876,654	295
10	3	Colin	Lamb	Mortgage Solutions	Doubleview, WA	\$85,734,730	230
11	29	Peter	Ellis	Oxygen Home Loans	Coogee, NSW	\$84,945,575	134
12	11	Scott	Marshall	The Loan Arranger	Adelaide, SA	\$81,931,276	375
13	18	Brett	Amos	Seven Point Finance	Melbourne, VIC	\$78,082,107	225
14	24	Glenn	English	Aussie	Carnegie, VIC	\$74,333,428	222
15	15	Alistair	Baker	Aussie	Melbourne, VIC	\$73,042,135	219
16	52	Daniel	O'Brien	PFS Financial Services	Bella Vista, NSW	\$70,350,130	229
17	34	Chris	Bibby	Accurate Financial	Port Melbourne, VIC	\$69,860,137	189
18	31	Simon	Orbell	Smartmove	Neutral Bay, NSW	\$69,664,632	160
19	21	Vivian	Wang	V Money	Box Hill, VIC	\$68,655,408	172
20	13	Peter	Goldberg	Pinnacle Capital Pty Ltd	Sydney, NSW	\$68,573,217	108
21	N/A	Ben	Herden	Mortgage Choice	Gymea, NSW	\$67,989,612	198
22	23	Troy	Cameron	Stratigue Finance	Wembley, WA	\$65,743,000	141
23	N/A	Stephanie	Cook	Mortgage Choice	Lane Cove, NSW	\$65,535,531	161
24	46	Mario	Borg	Mortgage Achievers	Melbourne, VIC	\$65,130,525	162
25	N/A	Louis	Kovanis	Genius Loan Solutions	Sydney, NSW	\$65,002,472	98
26	59	David	Wegener	Club Financial Services	Norwood, SA	\$64,468,849	227
27	37	Steve	Marshall	The Loan Arranger	Adelaide, SA	\$63,877,178	265
28	N/A	Kellie	Lam	Abacus Home Loans	Sydney, NSW	\$63,616,680	89
29	10	Alex	Shumsky	Consolidated FS Pty Ltd	Oakleigh, VIC	\$63,422,299	254
30	N/A	Richard	Hoenig	Arleon Capital	Bondi Junction, NSW	\$62,836,008	68
31	27	Kelly	Cameron-Tull	Get Real Finance	Fortitude Valley, QLD	\$62,000,000	228
32	N/A	Josh	Durrant	Choice Capital	Albert Park, VIC	\$61,263,776	102
33	93	Angelo	Benedetti	Oracle Lending	Kent Town, SA	\$60,655,640	171
34	N/A	Jordan	Ian	Mortgage Selector	Crows Nest, NSW	\$60,157,244	205
35	32	Adam	Bourke	Mortgage Choice	Paddington, QLD	\$58,700,000	174
36	N/A	Vincent	Power	Investors Direct	Melbourne, VIC	\$57,478,175	168
37	N/A	Richard	Pusey	Switch Now Homeloans	Mitcham, VIC	\$57,474,000	142
38	20	David	Friend	Tiffen & Co.	Canberra, ACT	\$57,334,565	171
39	74	Alana	Massignani	Growing Equity Pty Ltd	Runaway Bay, QLD	\$56,712,313	196
40	8	Gerard	Tiffen	Tiffen & Co.	Canberra, ACT	\$56,542,523	375
41	N/A	Adam	Brandt	Aussie	Melbourne, VIC	\$55,455,268	158
42	26	Cameron	Stillman	Picket Fence Finance	Albert Park, VIC	\$54,825,810	128
43	81	Robert	Hodson	Aussie	Melbourne, VIC	\$54,598,448	136
44	N/A	Joe	De Sousa	Aussie	Perth, WA	\$54,504,438	146
45	54	Max	Ivanoff	Mortgage Fair	Elsternwick, VIC	\$53,822,739	141
46	N/A	Brad	Nolan	Eastern Financial Solutions	Sunshine Coast, QLD	\$53,080,000	162
47	62	Trevor	Ryan	Aussie	Sunshine Coast, QLD	\$52,149,907	206
48	N/A	Ismail	Ozsoy	Touch of Finance	Melbourne, VIC	\$51,544,150	206
49	38	Stephen	Smith	Mortgage Solutions	Doubleview, WA	\$51,489,606	188
50	N/A	Nicole	Seagren	Vision Finance Australia	Mount Eliza, VIC	\$51,433,118	234
51	N/A	Mardee	Thomas	1st Street Home Loans	Rose Bay, NSW	\$51,135,193	89
52	87	Abel	Cabrera	Aussie	Melbourne, VIC	\$50,599,870	107
53	N/A	Matthew	Rose	Aussie	Adelaide, SA	\$50,337,912	163
54	N/A	Scott	Porter	Teal Financial Services	Pascoe Vale, QLD	\$50,334,402	132
55	60	Serge	Scekic	Aussie	Dee Why, NSW	\$49,961,389	107
56	30	Athol	Halvorsen	Australian Finance Club	Sydney, NSW	\$49,574,499	96
57	N/A	Matthew	Kerr	Hudson Institute	Milton, QLD	\$49,526,043	164
58	N/A	Josh	Egan	Club Financial Services	Gippsland, VIC	\$49,519,053	267
59	40	Jon	Somers	Aussie	Bondi Junction, NSW	\$48,737,085	88
60	33	Kobi	Chilman	Members Alliance	Perth, WA	\$48,550,758	51
61	N/A	Nedir	Elhajje	Viclend	Brunswick East, VIC	\$48,357,188	104
62	N/A	Simon	Kahl	Matern & Kahl Finance Group	Balcatta, WA	\$48,009,578	132
63	75	Cameron	Wiles	Smartmove	Neutral Bay, NSW	\$47,789,597	100
64	N/A	Ray	Backhouse	Ray Backhouse Financial Services	Osbourne Park, WA	\$47,779,920	114
65	N/A	Paul	Farrell	Aussie	Melbourne, VIC	\$47,740,754	148
66	N/A	Ian	Simpson	Smartline	Balmain, NSW	\$47,700,000	127
67	28	Paul	Taylor	Toowoomba Home Loans	Toowoomba, QLD	\$47,354,390	225
68	N/A	Vic	Giannaris	Better Choice Mortgage Services	Perth, WA	\$46,994,791	138
69	72	Duane	Brown	Aussie	Sydney, NSW	\$46,497,410	144
70	N/A	Paul	Pisasale	Club Financial Services	Caroline Springs, VIC	\$46,417,913	187
71	79	Paul	Mazzella	Broker House	Shepparton, VIC	\$45,100,000	194
72	25	Jeff	Hart	Club Financial Services	Unley, SA	\$45,050,353	209
73	35	Darin	Yacopetti	Able Finance	Perth, WA	\$45,009,099	184
74	64	Paul	Wright	IPS Home Loans	Wollongong, NSW	\$44,848,525	182
75	45	William	Mangafas	Aussie	Narellan, NSW	\$44,355,386	128
76	N/A	Simon	Chesson	AustAsia Finance Brokers	West Perth, WA	\$44,270,116	98
77	4	Greg	Sterland	Australian Property Finance	Charlestown, NSW	\$44,195,339	212
78	N/A	Frank	Daly	Aussie	Melbourne, VIC	\$43,593,925	123
79	78	George	Antonias	Investloan	North Sydney, NSW	\$43,590,955	139
80	61	Sandra	Joseph	Mortgage Solutions	Doubleview, WA	\$42,994,778	113
81	N/A	Jim	Sharif	Aussie	Dee Why, NSW	\$42,901,153	104
82	68	Paul	Bieg	Club Financial Services	Norwood, SA	\$42,478,889	173
83	N/A	Dean	Riordan	Easi Finance Group	Perth, WA	\$42,420,567	110
84	N/A	Christopher	Ladley	Mortgage Choice	Elsternwick, VIC	\$42,055,251	110
85	N/A	Jarrod	Carland	Aussie	Melbourne, VIC	\$41,802,914	121
86	N/A	Aaron	Giles	Australian Property Finance	Charlestown, NSW	\$41,504,169	185
87	84	Ray	Zahra	Aussie	Carlton, VIC	\$41,343,657	106
88	95	David	Thomas	Trilogy Funding	Canberra, ACT	\$41,216,822	164
89	N/A	Peter	Febbo	Aussie	Carlton, VIC	\$40,765,454	103
90	N/A	Lindsay	Rogers	Aussie	Canada Bay, NSW	\$40,593,708	70
91	N/A	Mark	Lyons	Smartmove	Neutral Bay, NSW	\$40,210,174	83
92	N/A	Patrick	Bouquiaux	Tiffen & Co.	Canberra, ACT	\$39,957,267	131
93	90	Jamie	Demas	Aussie	Labrador, QLD	\$39,954,499	123
94	58	David	Brell	Smartmove	Neutral Bay, NSW	\$39,802,922	45
95	N/A	Bernard	Meehan	Aussie	Melbourne, VIC	\$39,245,969	128
96	N/A	Andrew	Kelly	Anasta Finance Consulting	Concord, NSW	\$39,025,391	77
97	N/A	Keith	Ardern	Aussie	Brisbane, QLD	\$39,000,394	137
98	67	Michael	Kemp	Aussie	Cairns, QLD	\$38,894,646	117
99	N/A	Kathleen	Barnes	Aussie	West Lakes, SA	\$38,432,233	127
100	99	Karen	Moseley	Aussie	Mentone, VIC	\$38,211,841	115

Leading with confidence

In the 10th anniversary year of MPA, Westpac is once again delighted to sponsor its Top 100 Brokers list, the industry's most prestigious broker rankings. This annual 'hall-of-fame' recognises the outstanding achievements of top-performing mortgage advisors who are leading the Australian mortgage market with confidence.

Top brokers will hold their own, remain resilient amidst economic woes and continue performing through the most difficult times. This year, our industry has undergone considerable change with the onset of regulatory reform and it has also withstood uncertainty on the economic front. Collectively, we form a key part of an Australian financial landscape that is no longer isolated from either world events or our own domestic challenges. In our current hyper-competitive yet low-growth economic environment, we all need to step up to drive a customer-centric agenda that delivers increased value and service to our customers through the traditional values of strength, quality, professionalism, passion, ongoing innovation and foresight, which underpin the mortgage industry. Customers need to feel confident about their financial decisions. In light of this, brokers play the paramount role of being a trusted and independent advocate, helping to advise, tailor and facilitate their customers' needs.

As Australia's first bank with a history of more than 194 years of understanding, meeting and exceeding our customer's needs, Westpac is uniquely placed to help you and your customers reach your dreams, business goals and lifestyle aspirations. Being one of the first banks to support the broker industry, it has been particularly important for us to build stronger relationships and recognise that success is about delighting every single one of our customers and professional brokers. In this spirit, we also acknowledge that the ongoing recognition of those professional brokers at the frontline of the industry is essential to the industry's continued evolution. Through benchmarking the industry's top performers, we can establish best practice methods that we can all aspire towards, and deliver the intent of bringing out the best in the next generation of brokers.



Tony Macrae

On behalf of the Westpac team, I would like to congratulate those brokers that have made this year's Westpac and MPA Top 100 and encourage all brokers to learn from the success of others to push ahead and be prepared for future opportunities.

Tony MacRae, General manager, Westpac mortgage broker distribution



Just three of last year's top 10 repeated the feat this year



In tune.
A bank that understands Australia's professional mortgage brokers.

As Australia's first bank and first company we are honoured to be part of a strong and dynamic professional mortgage industry.

And as one of the first major banks to embrace mortgage brokers we are committed to working with our business partners locally, delighting their clients and placing them at the centre of everything we do.

Australia's First Bank.



10

(Last year: 3)

NAME: COLIN LAMB
Company: Mortgage Solutions Australia
Location: Doubleview, WA
Settled: \$85,734,730
Number of loans: 230



Colin Lamb

Q: You've been a regular on this list [Lamb won in 2008] over the past few years. What's the secret behind your continued success?

A: Driving results from consistent referral sources and consistent activity with clients.

Q: What has been the most challenging aspect for brokers in the past 12 months?

A: The consistency of business coming through. With the downturn in the market there has been a bit of confidence missing and people are putting off purchasing. The urgency of buyers hasn't been there. Lenders, NCCP and lower valuations haven't been a reason for this downturn as others have claimed. The volume of business going through the mortgage industry would have reduced anyway.



Katrina Rowlands

9

(Last year: 6)

NAME: KATRINA ROWLANDS
Company: Mortgage Success
Location: Wollongong, NSW
Settled: \$89,876,654
Number of loans: 295

Q: You're another regular in the upper reaches of this list [Rowlands won in 2006] – what's the key to your consistency?

A: Always focusing on a sustainable foundation. I'm proud that I've managed to stay at the top among other successful brokers as there aren't many that have managed it. It's also down to the team I have – administration processors that have moved with the industry. We've moved with compliance and attempted to stay on the front foot at all times.

Q: What was the most difficult challenge for brokers in 2010/11?

A: It's been a combination of things – as soon as you get past a challenge, something else emerges so there has been no time to breathe. The pedantic measures we have had to put into place, the speed we have had to work and the dynamic processes continually for 12 months have been exhausting.

Q: What about the most positive aspect from the past 12 months?

A: Continuing to thoroughly enjoy the relationship I have with my peers in the industry. I love working with the management and team at AFG – the respect they have for their top loan writers and the support I've had from state manager Chris Slater. I've also been pleased by how well my team have gelled this year and satisfied with achieving results I'm incredibly proud of.

Q: Do you set yourself targets each year or is it a case of seeing how you go?

A: I always try to aim to settle close to \$100m of home loans each year and if I can get near enough I'm happy.

Q: What's your top tip for other brokers?

A: Remember the reason for our industry being where it is – consumer confidence, benefit, service and convenience – and never lose sight of that.

Q: What do you like doing outside the office?

A: I love deep-sea fishing. I enjoy spending time with my family and I've recently got a Grifon Bruxellois puppy called Theodore that I'm over the moon with.



There were 89 men and 11 women in this year's survey

Q: What about the most positive aspect?

A: There are markets in WA and Australia, which I'm entrenched in, that are performing fantastically. There are pockets in the real estate and investment markets that are moving. We had a very good finish to the year and that was buoyed by these regions, and the banks being competitive again on rates and policies.

Q: Do you set yourself a target for the year?

A: I'm aiming for \$120m in settlements next year through a solid mix of investor business, first homebuyers and upgraders.

Q: What would be your top tip for other brokers and new entrants?

A: Stay out of my way! Get used to NCCP and the changes to legislation and embrace it rather than fighting it. Talk to and involve yourself with successful brokers.

Q: What do you like doing outside the office?

A: Spending time with my wife Christina and our three children Dana, Jessica and Chelsey. I also enjoy watching football and playing the odd game of golf and cricket.



Australia's First Bank

Nicely won.

We were proud to to be awarded the **Most Effective Internet Presence** in the inaugural year of our BrokerBase website launch, and we couldn't have done it without you.

Thank you and congratulations to all winners in the 2011 Australian Mortgage Awards!

Visit Westpac's award winning website
www.westpacbrokerbase.com.au



8

(Last year: 14)

NAME: ANDREW BRUMBY
Company: Develop & Invest
Location: Seaford, Vic
Settled: \$92,197,000
Number of loans: 307



Andrew Brumby

Q: What makes a good mortgage broker?

A: A combination of having really good referral sources and – in the current climate – hard work.

Q: What has been the most difficult thing to deal with for brokers in the past year?

A: The banks' reluctance to do transactions has been more difficult than anything else. Service standards have been up and down and there has been no real consistency.

Q: How about the best thing for your business?

A: Survival in hard times is probably the most important thing. The fact we've maintained and grown our existing referral sources is a positive too – they've become dedicated to being involved in the broker process whereas some accountants prefer to stay out of it.

Q: What are your targets for 2011/12?

A: I've been going long enough that I'm beyond the survival stage now. It's more about working on the process side from direct file activity through to compliance. We've been trying to simplify the business too. When you're handling large volumes like we do, you've got to keep it simple for all parties.

7

(Last year: 71)

NAME: WARREN DWORCAN
Company: Rate Detective Home Loans
Location: Osborne Park, WA
Settled: \$93,600,000
Number of loans: 220



Warren Dworcan

Q: What makes a good mortgage broker?

A: Someone who is good with numbers, good with people and good with keeping people informed and educated. It's about allowing people to make decisions that suit their needs by providing them with as much information and education as possible.

Q: What was the most difficult challenge for your business in 2010/11?

A: Trying to facilitate the growth I've seen in the last year [Dworcan leapt from 71st place 12 months ago to seventh this year by virtue of more than doubling his settlement volume]. Regulation has been quite time-consuming, but here in WA we already had quite high standards in place, so NCCP has been a less brutal transformation for us.

Q: What has been the best thing that's happened to your business in the past year?

A: I haven't been in business for as long as some brokers out there, so it's been great for me watching our base grow and the referrals come flying in. It's been pleasing to see organic growth from trying innovative ideas.

Q: What is your target for 2011/12?

A: My target for this year was to double my volume from last year (\$45.2m), which I did. I'd like to try and double it again by next year, but that will be a very tough feat.

Q: What is your top tip for new brokers?

A: Try and find someone within the industry who is successful and learn from them. Also, make sure the client is at the forefront of every decision you make and provide them with as much feedback as you can to keep them in the loop.

Q: What do you like doing outside the office?

A: I play soccer and like to keep fit in a variety of different ways. Socialising and hanging out with friends is also important to me.



The most improved brokers were Warren Dworcan (64 places - 71st to 7th) and Angelo Benedetti (60 places - 93rd to 33rd)

Q: What is your top tip for other brokers?

A: Referrals are king. If you can get to the client before they get to their bank, that becomes a referral source. If you talk to the client about financial arrangements and can establish their trust that you will do the right thing, that is key.

Q: What do you like doing to unwind when you're not broking?

A: I'm a keen golfer and I play as much as I can, but that often gets compromised by chasing three boys around with their various sports.

6

(Last year: 19)

NAME: RAE L BRICKER

Company: House & Home Loans

Location: Osborne Park, WA

Settled: \$94,160,000

Number of loans: 204



Rael Bricker

5

(Last year: 12)

NAME: RUAN BURGER

Company: Home Loans Etc

Location: Gladstone, Qld

Settled: \$100,200,000

Number of loans: 322



Ruan Burger

Q: What makes a good mortgage broker?

A: The ability to talk to clients in a language they understand. I've had a few cases recently where I've had to train my staff to send messages to clients in simple English as opposed to industry jargon. Clients like dealing with me and refer business on to me because I explain things to people in a way they can understand.

Q: What's been the toughest challenge for brokers in the last year?

A: Getting our head around compliance. In WA we've had licensing for years so we're probably a bit more used to it, but I do think some of the aggregator groups have gone over the top on licensing. They've put out documents that cover every what, if and but which takes away from the fact brokers are good at what they do. I know there are rogues out there, but they will disappear pretty quickly.

Q: What about the best thing?

A: The bank pricing war. Although I don't think it's sustainable, it's been an incredible opportunity to offer clients some great value such as locking in discounts.

Q: Do you set yourself targets each year or is it just a case of seeing how things unfold?

A: My target is to grow the business and its people – the average age of our staff is just 27. At this stage of my life, the success I get is partly due to the success of my team.

Q: What is your top tip for other brokers?

A: Find a process that works and stick with it. We operate a 'Monday to Friday' system where each of our staff has a whiteboard in front of them with a column for each day of the week. If they pick up a file on Monday and know they will get an answer from the bank on Tuesday, they physically move it to a shelf labelled Tuesday and concentrate on other work. Administration staff are incredibly unproductive if they have 25 files sitting on their desk the whole day.

Q: What do you like doing when you're not broking?

A: Anything to do with exercise – swimming, cycling, running. I have three kids, so I love spending time with them. I also like boating and am a member of a powerboat syndicate here in Perth.

Q: What makes a good mortgage broker?

A: Putting the client first. Everything we do is to ensure the client is happy and the process is one they will remember. We are working for them and everything we do is for them.

Q: What has been the most challenging aspect of being a broker in the past 12 months?

A: NCCP was one of them – getting my head round it and making sure I'm doing everything correctly. Staying abreast of bank policies and changes and making sure you comprehend them is another important facet of what we do.

Q: How about the most positive thing?

A: The feedback from clients even when times are tough. If the clients are still happy with the process despite all the other changes, we're doing well.

Q: Do you set yourself a particular target for each financial year?

A: I look at the number of clients I help and their feedback – that's the target. If you look after those things, everything else looks after itself. I'm honoured to know I've made the top 10 this year, but that shouldn't be the reason you want to do well.

Q: What would be your top tip for other brokers?

A: Stick to what you're good at and make sure your client knows you've got a vested interest in their wellbeing and the end result. You can set yourself up for lifetime referrals if you do this right.

Q: What do you like doing outside the office?

A: I've got a little boy who is 19 months old, so I try and spend every bit of spare time with him. I love sport too and I went over to New Zealand for the two Rugby World Cup semi-finals.



There were 44 new and re-entries this year, including three in the top 10

4

NAME: RAYMOND XUE
Company: ACA Mortgage Solution
Location: Sydney, NSW
Settled: \$104,317,807
Number of loans: 213



Raymond Xue

(Last year: new entry)

Q: What makes a good mortgage broker?

A: Putting the customer's interests as a priority.

Q: What has been the biggest challenge for brokers in the past 12 months?

A: NCCP and preparing for the new regulatory regime. We have to make sure we meet all the new compliance standards.

Q: What about the best thing for your business in the last year?

A: It's very rewarding helping clients buy property. Helping them realise their dreams of owning a home is great – every day is the best day. Through word of mouth a lot of existing customers, real estate agents and accountants are giving us referrals and this has noticeably increased in the last 12 months.



Justin Doobov

3

NAME: JUSTIN DOBOV
Company: Intelligent Finance
Location: Bondi Junction, NSW
Settled: \$122,650,297
Number of loans: 225

(Last year: 2)

Q: What makes a good mortgage broker?

A: Focusing on what the customer needs and concentrating on finding them a solution rather than just selling them a product.

Q: What was the toughest part of being a broker in 2010/11?

A: The uncertainty in the property market, which led to indecision among clients. There has also been uncertainty with the government – everything they've touched seems to have issues and not just in the finance world.

Q: What about the best thing?

A: The loyalty of our clients and all the referrals they provide us with make life easier for us.

Q: Do you set yourself targets each year or just wait and see how business pans out?

A: We know the business will come in. As long as we look after clients, they will refer us more business. We don't have a direct gameplan beyond ensuring we keep improving service. Our volumes are probably lower than we would have liked because we spent a lot of time on updating our processes and procedures. Our plan this coming year is to write double the volume of business.

Q: What's your top tip for new brokers?

A: Don't over promise. You are better off under promising and over delivering. We win a lot of business because clients have dealt with other brokers and haven't been happy with the service levels they've received or the advice.

Q: What do you like doing when you're not broking?

A: Spending time with my wife and baby and trying to get back into exercise.



25 - the number of brokers on the list from Aussie making it the most successful company on the list

Q: What are your targets for the coming year?

A: We hope to continue in the same vein. We would like to recruit more consultants to grow the business. Ideally we would like to settle 10%–20% more home loans in 2011/12. We want to build the business steadily.

Q: What is your top tip for other brokers?

A: Work hard, work smart and your dreams will come true.

Q: What do you like doing outside the office?

A: I study theology and preach in my spare time. I'm also in the process of completing my financial planning qualifications.

2

(Last year: N/A)

NAME: JEREMY FISHER
Company: 1st Street Home Loans
Location: Rose Bay, NSW
Settled: \$131,877,766
Number of loans: 165



Jeremy Fisher

Q: You've made the upper reaches of this list before [Fisher was 3rd in 2009] – what makes a good mortgage broker?

A: Exceptional service, honest approach and delivering what you promise.

Q: What has been the biggest challenge to your business in the past 12 months?

A: Ensuring we remain compliant with legislation. Banks tightening up on policy has been another factor too, meaning there is more upfront homework for the broker to make sure the deal goes to the right lender as I don't shop deals around or submit deals I don't believe in.

Q: What about the best thing?

A: Even though I mentioned it as a negative above, licensing has also been a positive development. It's flushed out part-time and rogue brokers, which will hopefully give the profession a stronger image. In addition, I also joined the MFAA state council for the first time, which has given me the ability to have a bit of a say on brokers' behalf.

Q: Do you set yourself specific targets each year?

A: I always compare year-on-year. I've seen an increase in volume again this year, which has meant longer hours. To maintain this, I keep in regular contact with all the referral sources and clients I receive business from.

Q: What's your top tip for other brokers?

A: Newer brokers should align themselves with an established broker for a couple of years, rather than testing the water themselves. It's all about fostering relationships to enable your business to survive in a market that is tightening up to some extent. There is a lot of competition from the direct to bank channel, so brokers need to make sure they have plenty of touch points with their clients.

Q: What do you like doing outside the office?

A: I've got three kids under five, which means it's fairly busy at home. I play a bit of tennis too and just got back from watching the US Open in New York.



\$38.2m – the amount needed to make the list this year, down from \$40.2m last year



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As Australia's first bank and first company we are honoured to be part of a strong and dynamic professional mortgage industry.

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1

(Last year: N/A)

NAME: MARK DAVIS

Company: The Australian Lending & Investment Centre

Location: Melbourne, Vic

Settled: \$170,056,945

Number of loans: 478



\$170m - the winning amount this year, up \$29m from last year's victor

Q: What makes a good broker?

A: A person who can understand clients' needs, who has a deep understanding of all business sectors and has an amazing work ethic to build strong relationships.

Q: That work ethic shows in the number of loans you wrote – 478 loans is more than 150 clear of the nearest challenger in the top 10.

A: I do 80 hours a week and if I only did standard hours I wouldn't complete half of that number. I put a massive amount of effort and hours into each and every client and I have been known to spend 15–20 hours on one client if there is a particular need to do so. I have, and will always work the opposite to how the major banks control their loan writers: they push, their time is precious, and cross-selling products holds a high importance. This couldn't be further from the truth in my eyes.

Q: You're relatively new to the game [Davis left ANZ to establish ALIC two years ago], so what has been the toughest thing about your introduction to broking?

A: Understanding how the banks work, cutting through the red tape and getting to a speed that clients expect. Also, getting the banks to understand the structures and strategies that we implement and finding investment banks that can work with us. There are only a few that fully understand the needs of real Investment clients. I am slowly working on the others in the way that I assisted to mould ANZ over the last decade but it's like turning a ship – big slow, cumbersome.

Q: What about the most positive thing?

A: The fact that our high-end clients understand our niche at ALIC and have realised they don't have to go directly to a bank to be serviced. In fact we are fast becoming far better equipped to handle the holistic needs of a client than any bank division.





Q: Do you set yourself targets each year?

A: I do set individual targets as well as plan for the business each year. Individually I would like to write more than \$200m this calendar year, which is a number I have become accustomed to writing in my previous roles at ANZ. My first half this year could be as high as \$107m, so I'm on track to meet this number in the 2012 financial year. As a business we will be looking at \$400m in our third year and to do this we need to employ the best client service staff out in the market so if people with the right attitudes are interested in working in such a dynamic centre, please feel free to contact us. In this environment, and specifically the Melbourne market, I have also set targets for our clients to purchase the right properties at the right prices. It's going to be a much tougher year for most but if we approach it in the right way with the right discipline we should exceed our targets.

Q: What is your top tip for other brokers?

A: Don't underestimate the power of top-end clients and the ability to be able to work closely with them to improve their position. Most brokers do any deal for the sake of looking after clients' initial needs when they require it and don't focus on a particular niche. Also work proactively rather than reactively, which will be far more rewarding and is something I have worked on for the last decade to improve my skill set.

Q: What do you like doing outside the office?

A: I play a lot of sport and exercise regularly. Golf and going to the gym are my outside passions with golf played every Saturday at 7am to help release the weekly tension. Living in inner Melbourne with fantastic restaurants also makes eating out a favourite pastime of mine. **MPA**