

TOP TIP

MAKE YOURSELF HEARD

HOW COULD a group of new mothers help brokers write more business? According to Nicole Cannon, director of Pink Finance, the 'Mumpreneurs' network – comprising mothers who want to learn more about business and finance – is just one example of a community-based group you could connect with to build your company profile.

Getting involved in local seminars and business workshops helps you to "create awareness of your brand and then generate potential leads from it", Ms Cannon says.

Speaking at information evenings also enables greater community understanding of what a mortgage broker does, and how they can help people with their loans.

By participating in the '10,000 Girls' programme, Ms Cannon has generated leads in her local areas of Sydney and Canberra.

"That's the beauty of being a broker," she says, "you can go anywhere."

Ms Cannon has also been able to combine her public speaking engagements with charity focussed branding. Pink Finance and the McGrath Foundation work together to educate women and get their messages out into the community.

Building a profile locally, however, doesn't have to be about charity. Ms Cannon recommends contacting your referral partners and organising an information evening around something in which the community might be interested – from property renovation to self-managed super funds.

By working with a referral partner, you can contact two databases and access a greater number of potential borrowers.

BROKER SPOTLIGHT

GREG CRELLIN ALL COAST HOME LOANS & FINANCE

NUMBER OF CLIENTS YOU HAVE SERVICED?
250

SUBURBS YOU SERVICE? All of the NSW Central Coast region, and I also have a large client base in the Newcastle region

BEST YEAR FOR SETTLEMENTS? 2010

BEST THING ABOUT BEING A BROKER?
Assisting people with their goal of buying a property and seeing them into a property – especially first home buyers

WORST THING ABOUT BEING A BROKER?
Getting the dreaded decline from a lender

GREATEST CHALLENGE FACING THE BROKING INDUSTRY? The additional workload under NCCP

FAVOURITE HOLIDAY SPOT?
Mid-north coast of NSW

CD IN YOUR CAR AT THE MOMENT?
The Eagles

FAVOURITE SPORT/ SPORTSPERSON?
Motor racing / John Bowe



BEST MAJOR LENDER AT THE MOMENT?
Westpac

BEST NON-BANK LENDER AT THE MOMENT?
Advantaged Financial Services

IF I WASN'T A MORTGAGE BROKER, I WOULD BE... Probably still working for a lender doing credit assessments

FAST FIGURES



MEDIAN HOUSE PRICE IN CALLALA BAY, NSW, NOVEMBER 2011



MEDIAN HOUSE PRICE IN PORT DOUGLAS, QLD, NOVEMBER 2011



MEDIAN HOUSE PRICE IN KANGAROO ISLAND, SA, NOVEMBER 2011



MEDIAN UNIT PRICE IN KALGOORLIE, WA, NOVEMBER 2011