



NICOLE CANNON
director

A positive force

Through her support for the self-employed sector, broker **Nicole Cannon** is leaving borrowers quite literally in the pink



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NICOLE CANNON launched Pink Finance in 2009 with the aim of creating a positive force within the broking industry. The brokerage has committed itself to donating a portion of all commissions to the McGrath Foundation breast cancer charity.

But while Ms Cannon and Pink Finance are intent on making an important difference, this is not the only area in which she has sought to have an impact.

As a small business owner herself, Ms Cannon is aware of many of the difficulties self-employed borrowers face.

"With the way businesses

for self-employed people are structured, the process of securing finance can be quite complicated," she says.

BEYOND THE HOME

While finding solutions for self-employed borrowers may involve time and effort, the cross-sell opportunities more than make up for it, according to Ms Cannon.

"Generally, self-employed borrowers will contact me for mortgage purposes, whether for a new purchase, refinancing or getting equity from their home.

"This presents an opportunity to review their different accounts, and other business – such as car leasing or equipment finance – can come out of that," she says.

Because of the amount of work involved in providing solutions for their situation, self-employed clients tend to come back regularly, she adds.

"Every business has a story; once you get to know that story you can be assured the borrower will stick around long term because they don't want to go through that whole process again

and again with other financial providers," says Ms Cannon.

PASSING ON THE WORD

Being able to secure enthusiastic referrals is one of the most significant benefits of working with the self-employed sector.

"I've got referrals after other brokers have put self-employed borrowers into the 'too hard basket,'" says Ms Cannon.

"They really appreciated it when I came back to them with options and solutions and were more than happy to refer my services on.

"Self-employed people also don't have the time to worry about all the minor details.

"I reckon at least 50 per cent of my self-employed clients would come from my referrals."

One piece of advice Ms Cannon would pass on to brokers who want to make the most of the self-employed market would be this: go in with a strategy.

"Find an accountant or financial planner and approach them with the strategy of marketing their services to your database – and vice versa," she says. ■