

THE MORTGAGE BROKER'S

TOOL KIT

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THE PRACTICAL GUIDE FOR THE AUSTRALIAN MORTGAGE BROKER

MAKE SURE YOU KNOW HOW TO:

- increase sales and profit
- turn one-time customers into lifelong clients
- generate a healthy flow of leads
- build fruitful referral partnerships
- develop effective marketing, advertising and PR plans
- generate additional income streams
- motivate yourself to achieve peak performance
- execute a winning presentation
- tap into different markets
- manage the expansion of your business
- utilise the latest in technology to your advantage
- minimise legal risks and fraud
- ensure your business not only survives but thrives

INCLUDES ADVICE FROM INDUSTRY EXPERTS SUCH AS:

- **Joanne Ashton**, Senior Credit Analyst, City Pacific Finance
- **Anthony Frost**, Marketing Director, Little Green Frog
- **Doug Lee**, Head of Broker Sales, Macquarie Mortgages
- **Tim O'Neill**, Managing Director, X Calibre People
- **Steve Sampson**, Managing Director, Mosaic Financial Services
- **Duco Sickinghe**, Sales and Marketing Director, Pepper Homeloans
- **Vincent Turner**, e-app – Head of Product Development, Pisces
- **Socrates Vasiliadis**, Chief Executive Officer, LIXI
- **Nick Young**, Managing Director, Trailerhomes

OVER 200 PAGES – CHAPTERS INCLUDE:

- Motivation and performance
- Generating leads and building referral relationships
- Killer sales strategies
- Holding on to your clients
- Marketing yourself
- Positioning yourself in the marketplace – branding and advertising
- Media/public relations
- Generating additional income streams
- Making the most of your market
- Buying and selling loan books
- Running a profitable business
- Expanding your business
- Making technology work for you
- How to spot and stop a fraudster
- Top tips to minimise your legal risks
- Come what may – surviving the future



PLUS! • CHECKLISTS • HANDY HINTS •
• DANGER AREAS • IDEAS •

