

TOP 5 REASONS

ON WHY YOU SHOULDN'T BE SAYING NO TO COMMERCIAL LEADS

01

LOOKING AFTER & UNDERSTANDING YOUR CLIENT'S HOLISTIC NEEDS

If your client has existing commercial debt facilities in place, having the ability to provide a no-obligation review of this debt is an effective way of generating new business for an existing customer. Not only will this assist the customer with restructuring their facilities (if and where required) but it will show them that you are looking at their position holistically and not just as an isolated transaction. More often than not there is untapped equity sitting in a customer's A&L tied to commercial property.



02

INCREASE YOUR BUSINESS REVENUE & DIVERSIFY YOUR EARNINGS

It's important for brokers to explore additional revenue streams. One of the many implications of the Royal Commission is that, in order to protect business revenue, brokers need to diversify from traditional residential lending. The consensus view is that commercial lending will likely not be caught up in the resulting legislative and regulatory changes of the commission and this represents considerable opportunity for brokers to fortify their business and diversify their income streams.



03

PROTECTING YOUR EXISTING CLIENT BASE & BACK BOOK FROM OTHER BROKERS

Residential brokers may not be aware that they already have access through their existing CRM to clients who run a small business or know a small business owner that needs access to finance. Diversifying doesn't just mean expanding a client base, it's an opportunity to deepen your existing relationships. Without the ability to review and/or write a basic level of commercial lending, you run the risk of your clients approaching commercially-focused brokers directly who may then absorb existing residential facilities on your loan book.



04

UPSILLING YOUR BUSINESS & ADOPTING NEW TECHNOLOGIES

Technology solutions supported by relevant training can now provide brokers with greater capabilities for successful loan execution in the commercial lending segment. Irrespective of your previous experience, you can utilise technology platforms to enhance your ability to write and manage commercial loans of differing degrees of complexity. By staying ahead of the curve and adopting these efficiencies early on, you can draw on knowledge and tools to enable you to unlock and execute a greater amount of successful commercial transactions.



05

INCREASING YOUR CLIENT BASE BY EXPANDING YOUR BUSINESS OFFERING

The more people you can extend your offering to the better and as your business capabilities grow so does your client base. The opportunities for brokers to succeed in commercial lending are significant in the current climate and this capability will help build a more sustainable business. An increased volume of successful commercial lending grows the pie for everyone, building a stronger foundation and enabling the industry as a whole to continue to adapt, survive and grow in the dynamic market environment. Having the capability to write commercial deals means your pool of potential clients increases.

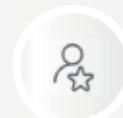


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ONE PLATFORM

Marketplace.finance brings commercial lending, market-leading IT and management experience into one simple, seamless solution.



COMPREHENSIVE EXPERIENCE

With over 50 years of combined banking and broking experience, our specialist team is committed to securing the best results for our clients.



TRUSTED PARTNER

We've been managing broker-to-broker commercial referrals since October 2017, facilitating new revenue opportunities & helping build broker / client relationships.



RELIABLE AND VERSATILE

Backed by dedicated support, our white-labelled platform has proven capacity to handle volume and growth.