

# A BRIGHT FUTURE

**Within an industry set to enter a new and widely-anticipated era of licensing, a number of elite performers have stood out from the rest in 2010**

**D**ESPITE TIGHTENED lending conditions, *The Adviser's* second annual Elite Business Writers ranking has revealed that many brokers have achieved impressive loan volumes through their commitment to quality, value and service.

In an era of credit licensing and regulation, where that quality, value and service are essential to improving customer perception, it is through a commitment to customer service, ongoing support, diversification, cross-sell and the overall quality of loan submissions that these highly respectable volumes have been achieved.

Our 2010 Elite Business Writers have delivered significant triumphs, demonstrating that service value underpins a broker's offering. Being able to identify how that value can be realised is therefore fundamental to the success of any mortgage broking business.

Mortgage brokers who can fully deliver the value of their client service offering will be well-positioned to succeed as trusted advisers in the new licensing era. And as consumer confidence improves, brokers who can offer their clients a diversified and solid proposition will excel.

I would like to congratulate sincerely those brokers who make up the top 50 in this year's Elite Business Writers ranking, and I commend all brokers who participated in this year's survey.

I would also like to extend my gratitude to our industry sponsor, the Commonwealth Bank of Australia, for making the 2010 annual Elite Business Writers ranking a resounding success.

**Alex Whitlock**

Publisher

*The Adviser*

# FOCUS ON PARTNERSHIPS

Relationship building remains a core focus for Commonwealth Bank, and this year's rankings reflect that brokers and lenders who forge strong partnerships can enjoy positive results

**THE LAST** financial year was a challenging environment for financial services and particularly for mortgage brokers. During this time, national credit regulation has come into force and new compliance obligations have compelled brokers to elect their business model for the future, i.e. whether to hold an Australian Credit Licence or become an Authorised Credit Representative.

In addition, funding remains tight in the slow post-GFC recovery. A number of institutional funders have continued to keep a tight rein on lending policies due to having restricted funds. There is also a regulatory move – welcomed by the industry – toward responsible lending, which is reshaping the way in which lenders and intermediaries provide their services to customers.

In the post-GFC era, it has become evident that a broker's capacity to forge strong relationships with lenders is a pivotal element of their offering.

Brokers who made this year's Elite Business Writers rankings have been successful in developing positive personal relationships with their lending associates.

The Commonwealth Bank is proud to continue supporting the Elite Business Writers rankings, and this year's results are a testament to the quality and commitment of our nation's best brokers.

The brokers who have made it into the rankings are to be sincerely commended for their efforts.

At the Commonwealth Bank we are committed to helping mortgage brokers strive for quality of service and commitment through providing support and building relationships. Our relationship managers and credit assessment staff are always willing to assist brokers and to facilitate a positive broking experience.

We look forward to seeing the nation's quality brokers thrive in years to come.

Congratulations to all Elite Business Writers of 2010 – you are helping to shape and drive the future of mortgage broking.

**Kathy Cummings**

Executive General Manager, Third Party and Mobile Banking  
Commonwealth Bank of Australia