

THE FORECAST IS GROWTH

Australia's broking channel continues to go from strength to strength, according to *The Adviser's* Elite Business Writers ranking

THE UNSTABLE global environment has not put people off jumping into the property market, if *The Adviser's* Elite Business Writers report is anything to go by.

According to this year's report, brokers are writing more residential mortgages than ever before.

While last year's top 50 business writers all managed to settle more than \$50 million in residential mortgages, insurance and other financial service and product volumes combined, this year's top 50 each wrote more than \$60 million – highlighting the ongoing strength of the property market and the broker proposition.

In addition to this impressive

statistic, the data revealed that each of *The Adviser's* Top 50 Elite Business Writers managed to settle, on average, more than 200 residential mortgages over the last 12 months – significantly higher than the 180 recorded this time last year.

Interestingly, the latest data from the Australian Bureau of Statistics (ABS) shows lending for owner occupiers has fallen approximately \$1 billion in the last 12 months. Looking at the July statistics, housing finance for owner occupiers was approximately \$13 billion in 2012 – a far cry from the \$14.5 billion recorded in 2011.

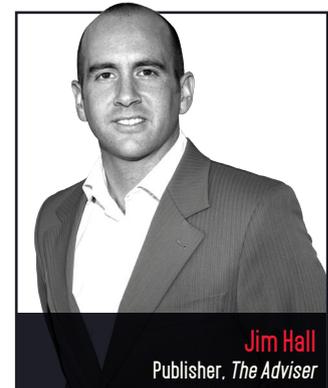
So while lending has fallen, brokers are writing higher volumes

than ever before which suggests the broker proposition is improving.

Moving forward, I believe mortgage brokers who continue to provide their clients with an unbeatable service can expect to see their numbers grow, regardless of what the market is doing.

I would like to congratulate 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 2012 annual Elite Business Writers ranking a resounding success.



Jim Hall
Publisher, *The Adviser*

RESILIENT BY NATURE

In this year's Elite Business Writers Ranking, the nation's top brokers have shown how passion and adaptability are the keys to success

OVER THE last 12 months, Australia's mortgage brokers have proven just how resilient they are.

They have continued to adapt to the implementation of licensing and legislation and the enhanced educational requirements including the Diploma. They have adjusted to market conditions and shown the ability to grow and prosper.

Their ability to adapt highlights just how passionate they are about the industry in which they work. In addition, their adaptability continues to pay dividends in the form of greater market share.

Over the last 12 months, the

broker proposition has gone from strength to strength and this is clearly highlighted in *The Adviser's* Elite Business Writers ranking.

From the report, we can see that there are many brokers who continue to write incredibly impressive volumes, regardless of the slow credit growth in our market.

The Commonwealth Bank of Australia is proud to be the leader in such a vibrant, strong and passionate industry.

We are also pleased to partner *The Adviser's* 2012 Elite Business Writers Ranking.

At CommBank, we understand

how important strong relationships are in business, which is why we are constantly looking at ways to improve the relationship our brokers have with the bank. We know that productivity is essential for success and we offer training and processes to brokers to improve their own business productivity.

Relationships remain a core focus for CommBank and this year's ranking shows brokers with sound bank partnerships can enjoy solid results.

I would like to congratulate all of the brokers who make up this year's ranking – you should all be very proud of your achievements.



Kathy Cummings
Executive General Manager,
Third Party and Mobile Banking, CBA