

## **The Big Story: Branding versus independence**

As Liberty Financial launches its Liberty Network Services group of branded brokers, Liberty Network Services CEO Brendan O'Donnell has tipped branding as the future of an industry in the grips of consolidation. However, not everyone agrees.

This week on The Big Story, we talk to Tony Bice of First Choice Mortgage Brokers, Mardee Crane from 1st Street Home Loans and Mortgage House's Ken Sayer about the benefits and drawbacks of coming under a brand umbrella.

Is branding merely an avenue for new entrants to the industry, or can all brokers benefit from the strength of scale? Will consumers connect with branded brokerages? Can independent brokers survive and thrive in the current economic climate?

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