

The Big Story: Breaking down the 'bloodbath'

Lending competition is heating up as the big four jockey for market share, with one lender even having labelled the competitive environment 'a bloodbath'. With LVRs falling and exit fees being axed, it seems that lenders are using every lever they can to grab more of the mortgage market.

In this week's The Big Story, we talk to First Choice Mortgage Brokers director Tony Bice, head of broker sales for Macquarie Doug Lee and FBAA president Peter White as they look at the aggressive moves lenders are making, and what it means for the market.

Are borrowers set to benefit from a war for their business, or is it all just smoke and mirrors? Could it mark a race to the bottom as lending standards erode? Find out on today's Big Story on *Australian BrokerNews TV* - your home for the industry's best news, analysis and opinion