



Which Aggregator?

Whether you bring your own brand, adopt someone else's or choose a franchise model you need to know the lay of the land and what is involved in going a certain direction. What do you get and what do you not?

You need to go in with an open mind and know the pros and cons of each opportunity available to you.

Firstly, ask yourself...

- Do I do my own marketing? Does it work?
- Do I source my own leads?
- Am I very self-sufficient or do I need support?
- Do I have my own systems built?

Aggregator offering

- When were you established?
- Are you Lender, family or privately owned?
- What is your standout value proposition to me as a Broker?

Support

- Joining process and communication
- On boarding & Induction on offer
- Who will be my Aggregator BDM? (Hours of availability)
- Marketing:
 - Website
 - Social Media
 - Newsletter (Emailed or posted)
 - Content
 - Local marketing support
 - Post settlement
- Ongoing Aggregator & Lender updates (via emails?)
- Scenarios & Loan Structuring
- Buddy system
- Business specialists for planning my business growth
- Leads generation/supply
- Back Office support: Loan application preparation & submission/settlement
- Post settlement services
- Office space or hot desks available
- Ongoing Training & Development
- PD Days/National Conferences
- Participation in industry issues (MFAA/FBAA)
- Broker & support staff recruitment/on boarding
- Health & wellbeing

Lending Panel

- Variety of lenders on your panel?
- Am I able to use lenders that are not on the panel? Process?
- Do you offer additional Income streams to help grow and diversify my business?

Note: Is the panel of lenders suitable for my business plans? (E.g.: Residential, Commercial, Asset finance, Other?)

Compliance support

- Online chat feature for compliance help? (Hours available of this help?)

Fees & Charges

Can you send me a list of all your fees?

- Joining or Upfront
- Monthly/Annual fees
- Credit Representative fee
- AFCA fee
- Software fees
- Lead fees
- Coaching/Mentoring cost
- PI Cover (Is it included in your monthly offering?)
- Compliance/Licencing Fees
- Back office support (Deal preparation, submission to settlement)
- Bank statement retrieval services costs
- Credit File access costs
- Document collection services costs
- E-Signature fees
- PD Days/Conferences costs
- Other fees
- Will the fees be deducted from my Trail income or via a monthly Direct Debit Authority?

Commissions

- What commission splits are on offer to me?
- If I choose the leads provided option will I receive less commissions? (if available)
- Can I swap to other rates of commissions in the future and if so how/when?
- How often are upfront and trail commissions paid? Can I track these payments?
- Does your software allow for Referrers to be paid directly when the commissions are paid?
- Do I keep my Trail income if I leave?
- Are the reports able to show all clients whether active, stopped or missed to allow me to reconcile against my figures?

IT/Software

- Name of CRM/platform?
- CRM with server back up. Guarantees security of my customer information
- CRM system:
 - What documents/tools do you supply for use in my business? NCCP, Fact Finds, Calculators
 - Electronic lodgement system
 - Commission payment and reconciliation
 - Mobile CRM available for my phone IOS & Android?
 - E-fact Finds
 - E-signing of application/compliance docs
 - Credit File access
 - Marketing and follow up options
 - Bank statement retrieval
 - Document collection
 - Website provision
 - Email forwarding
 - Marketing material, flyers etc
 - Credit policies
- How often are systems updates added? When needed, monthly or...?
- IT & CRM Support, Online chat feature for help? (Hours available of this help?)
- Can I view the system and how it works?

"It's the level & type of support you need versus the support you are offered that is the difference between success and failure"

– Peter Ellis, FinancebrokerMentor.com

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