

**For Immediate Release**

**22nd July 2011**

### **Australian Broking Awards 2011**

Award winning Canberra based mortgage broking firm Tiffen & Co has been named Australia's Boutique Brokerage of the Year. The Adviser's Australian Broking Awards, partnered by the Commonwealth Bank of Australia, has recognised the leading mortgage industry groups and individuals for their outstanding achievements in the third party distribution channel.

Hosted at the Overseas Passenger Terminal in Sydney on Friday 15 July, this event was attended by more than 400 guests. This inaugural event reflects the evolution and maturation of the third party distribution channel which accounts for 41% of mortgages written in Australia.

Tiffen & Co director Alison Whittle declared that it was an honour to win the award, it reaffirms Tiffen & Co's commitment to their clients, staff and business partners.

"Since opening our doors in 1995, Tiffen & Co has assisted over 19,000 Canberran's find the right home loan solutions and will continue doing so in the future."

The Australian Broking Awards are an initiative of The Adviser – the leading publication for the mortgage and finance industry. These are the only industry awards focussing solely on the leading brokers and brokerages in the Australian mortgage industry

The mortgage industry has undergone massive change over the past 18 months with the introduction of National Consumer Credit Protection (NCCP) and Responsible Lending Laws. These new laws came into effect on the 1st July 2010 and provider consumers with protection against unscrupulous brokers or lenders.

When a consumer takes out a home loan they want peace of mind knowing that they are dealing with a mortgage broker or lender who has demonstrated knowledge, experience and integrity. Whilst strong consumer protection standards already existed within the mortgage industry, consistency varied from state to state. This is the first time Australia has one national standard system of regulation.

More information regarding the Australian Broking Awards can be found at:  
<http://www.theadviser.com.au>

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