



Gerard  
Tiffen

**Tiffen & Co's Gerard Tiffen** has long blazed a trail for the mortgage broking industry, having become one of its most well known and successful advisors. But how does he do it? *Australian Broker* asked him for some insight into his business and world view

**What is your greatest business achievement?**

That would have to be sustaining a successful business for over 10 years. There have been many obstacles but persistence and dedication have always kept me on track.

**What's the key to getting business through the door?**

Over the years I've invested considerable time in developing and nurturing relationships with not only clients but also business partners. Many of these 'referral sources' I'd now consider my friends. It's easy to do business with people that you like!

**What goal/s have got you to where you are now?**

I have always been a goal-driven person but these tend to centre on my personal life. I find that if I concentrate on these goals, then the business goals actually take care of themselves.

**Who has helped you the most, and how?**

I'd better say my mum because I'm sure she will read this! In all seriousness, in the early days, my accountant was the one person that helped me define my professional pathway. This is something I've always kept in the back of my mind and review whenever possible.

**What character trait do you most value in yourself?**

I think my most valuable attribute would be my ability to put clients at ease and develop genuine rapport with them – all before getting down to business.

**How do you stand out from the crowd/competition?**

Professionalism is number one! This should be in every facet of a business (from how you present yourself to the appearance of your office) and not compromised at all. I also work with a team of dedicated, educated professionals who always put our clients' needs first.

**What do you tell yourself when the going gets tough?**

Nothing can be that bad! I always try to remain positive about all situations.

**What do you want to improve in your business?**

Our goal is to provide additional services to clients. I believe risk insurance is a good fit with mortgages but the difficulty is to find a model that works within our company structure and doesn't impact on our core business.

**What advice would you give an ambitious broker?**

Strong relationships are the key here! Maintaining regular contact is vital. It can be easy for clients to forget who wrote their loan a few years ago, so stay in touch and be genuine in how you approach this. Also maintain a sense of urgency about each and every client's requirements – they deserve to be treated as such.

**What's your next great ambition?**

Apart from my family, I'd love to write a book! I'll probably need to engage a ghost writer – I'm bad with words.