

TOP 25 BROKERAGES

The Adviser ranks the Australian brokerages that have made the most of market conditions in 2010

TOP 25 BROKERAGES

All figures \$000,000s

Rank	Brokerage	Business structure (year end 2010)	Years in business	Broker count (2010)	Broker count (2009)	Staff count (2010)	Staff count (2009)	Loan book (year end 2010)	Loan book (year end 2009)	2010 volumes	2009 volumes	Broker productivity 2010 (volume per broker)	Broker productivity 2009 (volume per broker)
	Mortgage Choice	Franchise	19	515	562	105	96	41,242	37,920	8,697	9,411	16.887	16.745
	Aussie	Both	19	790	796	171	170	39,865	35,752	10,717	10,143	13.566	12.742
	Loan Market	Non-Franchise	17	480	420	58	51	17,270	15,000	6,287	5,750	13.098	13.690
	Smartline	Franchise	12	210	200	28	32	11,280	10,290	2,980	2,812	14.190	14.060
	Club Financial Services	Franchise	9	38	43	8	18	3,057	2,528	623	7,054	16.357	16.405
	LJ Hooker Finance	Franchise	7	110	120	8	6	4,000	3,700	1,120	1,570	10.183	13.083
	Australian Mortgage Brokers	Franchise	11	57	62	3	6	2,783	2,531	653	722	11.456	11.653
	Bernie Lewis Home loans	Non-Franchise	24	24	N/A	40	N/A	2,510	N/A	503	N/A	20.941	N/A
	Resolve Financial Solutions	Non-Franchise	14	28	28	17	17	1,924	1,358	446	702	15.929	25.084
	Tiffen & Co	Non-Franchise	16	10	8	6	7	1,181	1,064	311	270	31.100	33.730
	The Loan Arranger	Non-Franchise	15	15	14	4	3	1,090	1,030	283	319	18.836	22.794
	Auspak	Non-Franchise	13	35	20	18	4	1,425	343	410	514	11.714	25.700
	Smartmove	Non-Franchise	7	5	5	10	9	894	629	224	166	44.800	33.215
	House & Home Loans	Non-Franchise	10	9	8	7	6	980	900	216	177	24.000	22.125
	Home Loan Connexion	Non-Franchise	11	38	55	4	4	1,561	1,531	413	469	10.871	8.534
	Oxygen Home Loans	Non-Franchise	7	23	18	3	2	850	985	338	213	14.696	11.833
	Acceptance Finance	Non-Franchise	9	15	22	12	9	856	904	268	293	17.867	13.318
	Zobel	Franchise	5	16	16	5	3	690	578	174	200	10.903	12.530
	Property Planning Australia	Non-Franchise	8	5	6	13	5	567	558	165	181	33.000	30.135
	Fox Symes Financial	Non-Franchise	11	6	N/A	3	N/A	490	N/A	149	N/A	24.766	N/A
	Able Finance Services	Non-Franchise	12	7	7	3	3	496	516	149	166	21.330	23.735
	Mortgage Success	Non-Franchise	7	6	5	4	5	480	436	134	114	22.323	22.876
	Citiwide Homeloans	Franchise	22	8	N/A	6	N/A	513	N/A	137	N/A	17.098	N/A
	Mildura Finance Limited	Non-Franchise	10	17	N/A	8	N/A	546	N/A	124	N/A	7.312	N/A
	Diversifi	Non-Franchise	3	10	N/A	2	N/A	110	N/A	100	N/A	10.000	N/A

GETTING TO THE TOP

A NOTE FROM THE PUBLISHER

THERE'S LITTLE question about the calibre of Australia's leading broker groups. These are the brands synonymous with mortgage broking, and include some of the best known names, not only in mortgages but across corporate Australia.

It is this brand depth that has helped to give greater credibility to the industry and its service proposition, and these groups will continue to lead the charge in terms of innovation and development.

But it's not just the big brands that have given

weight to the expansion of the industry. Indeed, it is the smaller operations – those with three to six loan writers – that are the very backbone of broking at a local level and that play an essential role in the overall future of the industry.

This year's Top 25 Brokerages report has once again reaffirmed an industry in its ascendancy. While some groups have maintained volumes – and others have surged ahead – they've done so at a time of increased compliance and attrition in broker numbers.

What shines through is solid productivity and a coming of age for the industry.

We've now entered a new era of professionalism, with our industry supported by the firm bedrock of its leading groups. Congratulations to this year's Top 25.

Jim Hall
Publisher
The Adviser

PARTNER'S MESSAGE

IN THE following pages of *The Adviser*, you will find the results of a rigorous survey to establish Australia's Top 25 Brokerages.

The results are based on performance in calendar year 2010. It has been a challenging one, but we still see impressive performances by a number of brokers in these tougher conditions.

It's important we celebrate success as well as look forward to what lies ahead. In 2011, brokers will have had more than a full year of NCCP regulation, dealt with a flat property market and possibly low

consumer confidence, and witnessed the introduction of the exit fee ban.

Our industry is changing constantly, impacted by local and global economic environments, and the increasing need for professionalism and quality. However, opportunity also awaits us, with changing industry dynamics as well as game changing trends like mobility and social media applications.

In 2010, brokerages laid the foundations for their performance in 2011. Is what worked for them last year also working this year? Will the big names of 2010 also be the big names of 2011?

The recognition of Australia's top brokerages is important for our industry – particularly as brokers this year face new challenges – and RP Data is proud to partner *The Adviser* in ranking Australia's Top 25 Brokerages.

As expected, the large, well-known brands have performed strongly and dominate the top ranks; but once again, some of the smaller operations have also achieved recognition, demonstrating that all industry participants should be confident about having the opportunity to succeed.

RP Data welcomes the opportunity to work with the

industry to increase the profitability of all industry professionals regardless of size or experience – through the development of expert information services that improve customer growth, operational efficiency and compliance.

Congratulations once again to each of this year's Top 25 Brokerages and to the individuals that have contributed to their success.

Graham Mirabito
CEO
RP Data