

“ I PROVIDE A SERVICE THAT EDUCATES MY CLIENTS IN MAKING SMART, SOUND DECISIONS ”



CATHERINE DODD, AUSSIE NEUTRAL BAY

Catherine Dodd started her mortgage broking career in 2004 as a mobile mortgage broker with Aussie, after various retail and project roles at Westpac. Now, she is a member of John Symond's exclusive Chairman's Club which recognises the top 5% of Aussie's mortgage brokers, and is set to open her first franchise store in Neutral Bay in April this year.

Dodd discovered she had an interest in the mortgage industry while working at Westpac, when she was able to gain some experience as a home loan manager. However, she decided to become a mortgage broker so she was able to offer consumers more choice when it came to a home loan.

She says her success as a mortgage broker comes down to focusing on providing a service rather than just making a sale.

"It sounds clichéd but I really do care about what is going on in [my client's] life and work my very hardest to achieve the best outcome. Sometimes that might mean not actually doing business at that time and putting plans in place for when they are ready," she said.

"I don't really consider myself to be in a 'sales' role, I provide a service that educates my client in making smart, sound, decisions.

"I think that to be successful you need to be adaptable, love dealing with people and have the passion to give clients a better experience than they could have ever imagined so that they can't help but recommended you."



LEAH ANDERSON, LEAH ANDERSON & ASSOCIATES

After a 25-year career working in various management roles for Westpac, Leah Anderson decided she was done with the rigid structure of the corporate world and started her own mobile mortgage and finance broking business, Leah Anderson & Associates. It was the flexibility and freedom that drew her to the mortgage broking industry.

"Primarily, I wanted to have a job with more flexibility to allow me to spend more time with my family. I was also inspired by friends of mine that had been successful brokers for many years, who were great advocates of the broker role. I wanted to bring my years of experience in the finance world to build my own successful business," she says.

While building her own broking business has provided Anderson with her fair share of challenges, her fundamental piece of advice for others also wanting to take the plunge is to get active in your community.

"Building a strong network is critical. For many years I have been very active in my local community and with this brings many rewards, especially now to my own business. I set up a local women's networking group called 'Port Stephen's Women In Business' about five years ago that encourages local women to support each other and provides education via inspiring speakers who share their success. Taking the time and making the effort to contribute to your local community helps raise your profile and build your success."

“ MAKING THE EFFORT TO CONTRIBUTE TO YOUR LOCAL COMMUNITY HELPS RAISE YOUR PROFILE AND BUILD YOUR SUCCESS ”



“ I WANT TO CONTINUALLY LIFT THE BAR ON THE PROFESSIONALISM IN OUR INDUSTRY ”



LYNDA HARRIS, GENERAL MANAGER PEOPLE, AUSSIE

In her role as general manager people at Aussie Home Loans, Lynda Harris has spent the last 18 years leading the culture, recruitment, and learning and development of Aussie brokers.

While Harris says she's learnt a lot about the mortgage industry and what it takes to foster successful brokers over her career, the most important industry lesson to remember is to always maintain a customer focus – which means investing in your staff too.

"I've learnt having an unwavering customer focus is the cornerstone of success for our industry, and has been for Aussie," she says.

"We don't have a product on the shelf; we have people. It's about the focus on delivering exceptional customer service, but in order to do that there is a critical piece about delivering support and service to our other customers: our brokers."

If there is one thing Harris could change or implement in the industry right now, she said she would like to raise the industry-wide level of professionalism and education.

"Along with our CEO James Symond, I want to continually lift the bar on the level of professionalism of our industry. There are still brokers with a Cert IV qualification, but at Aussie a Diploma is our minimum," she says.

"I would like to think we can lift the qualifications in our industry even further, perhaps even making it available to study in mainstream institutions like universities. I believe this would only contribute to our professionalism and increase our credibility in the eyes of our customers."



CHANTAL CUTTER, TRUSTED FINANCE SOLUTIONS

Chantal Cutter, director and senior mortgage broker of Trusted Finance Solutions, jumped ship to become a mortgage broker after more than 12 years working on the lending side of the transaction within both major and non-major banks.

"I came to the point where I felt I wanted to build my own brand in which I could truly benefit my clients and introducers by allowing me to research a number of options and banks which provided a much greater experience for all involved, and this was to become a broker," she says.

While she is new to the broking industry, setting up her business Trusted Finance Solutions just last year, Cutter has already made waves as a rising star within her aggregator, Connective. Cutter says she pins this down to promoting a holistic approach to broking in her business.

"We provide a holistic approach to broking and involve all our clients' trusted professionals, such as their accountants and financial planners, to formulate the best finance outcome for them. We do this to ensure that their finances are structured correctly to maximise their positions," she says.

“ WE PROVIDE A HOLISTIC APPROACH TO BROKING AND INVOLVE ALL OUR CLIENTS' TRUSTED PROFESSIONALS ”

