



Partner with AFG and

**ACCELERATE
YOUR
BUSINESS**

AFG

Partner with AFG, one of Australia's most successful mortgage broking groups

When you partner with AFG, you're partnering with much more than just an aggregator. You're partnering with one of Australia's most successful mortgage broking groups offering 26 years of experience and expertise to help you accelerate your business growth.

You have access to industry-leading technology, training, marketing, events and support. Plus, you receive tailored business coaching and advice, assistance with staff and broker recruitment, professional development, education resources and connections to a network of elite brokers.

Whatever your business model and size, we can provide the support you need to achieve your goals. With over 200 dedicated staff across Australia, we're your IT team, your marketing team, your compliance team, your business advisory team and your ongoing support team.

26

Years experience

Since starting as a mortgage broker aggregator 26 years ago, we have become one of the most successful mortgage aggregators.

200+

Staff

Over that time our staff numbers have grown, we now have over 200 staff around Australia.

2,900+

Brokers

Our 2,900+ brokers around Australia have access to one of the most substantial lending panels available.

3,800+

Finance products

A mortgage broker with AFG has access to over 3,800+ finance products from a range of lenders.

Supporting high-performing brokers

At AFG, being an aggregator is just the start of what we can offer you. We know the industry and provide a range of innovative technology tools, apps, products and services that empower you to grow your business as a high-performing broker.

01 No handcuffs

We're confident you'll love working with AFG. If you aren't happy with us, simply give us 30 days notice and you are free to go.

02 Dedicated support

We have over 200 dedicated staff across Australia to deliver the support you need to suit your business model, size and goals.

03 Diversify your income

We've built the first business aggregation platform in Australia. AFG Business makes it easy for you to diversify into the commercial and business lending markets.

04 Compliance protection

Our robust compliance program is designed to streamline your compliance process, protect your business and put a team behind you that enables you to adapt to changing industry standards and your customers best interests.

05 Control your brand

We provide you with an automated and managed suite of marketing tools that unlock your potential and put you in control of your brand.

06 Maximise efficiency

We offer a suite of integrated technology tools and apps designed to deliver better business practice, better client experience and better growth.

07 Enhance your skills

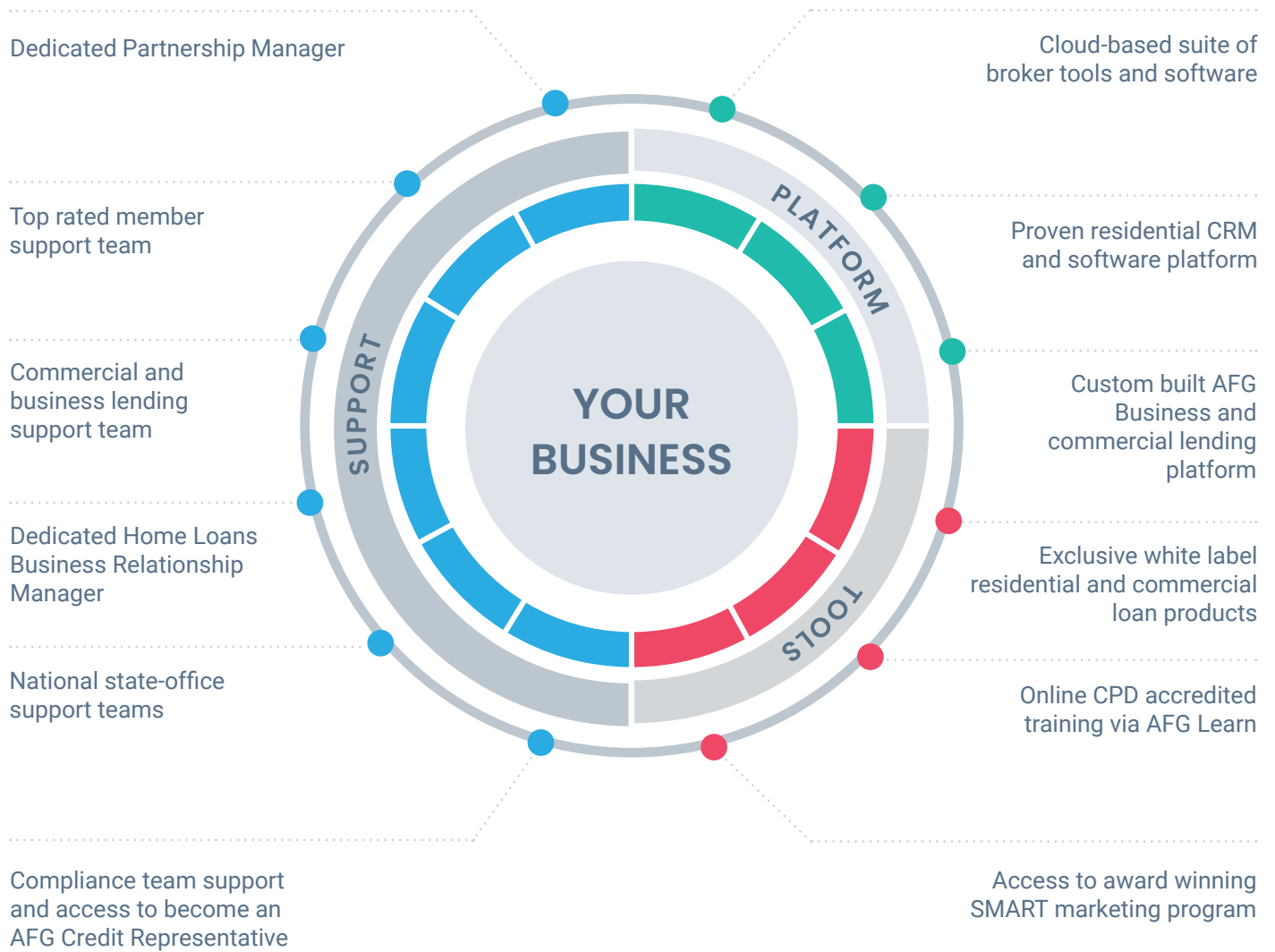
We've developed a user-friendly online learning platform that provides interactive training across our suite of technology tools and apps, along with a library of professional development courses.

08 Insightful events

We organise a calendar of insightful events you can elect to attend to help build your business, including conferences, development days, training opportunities, webinars and more.

Support your business for growth

As an AFG broker, your continued success is our primary focus. That's why we provide you with dedicated support, technology and training to drive your business forward.





Market your business the smart way

Drive more leads, referrals and repeat business with AFG SMART; our award-winning program designed to automate your marketing, customer communications cycle and website.



2018

MARKETING PLATFORM OF THE YEAR



2019

MARKETING PLATFORM OF THE YEAR



2020

MARKETING PLATFORM OF THE YEAR



- SMART WEBSITE**
Hosted and managed by us, with the tools for you to fully customise.
- AUTOMATED EMAIL CAMPAIGNS**
20+ automated campaigns covering new business to loan-life tracking.
- MACHINE LEARNING**
Automated campaigns that trigger from your customers' data and behaviour that put you in the conversation and help to reduce customer churn.
- NEWSLETTERS**
Quarterly printed and digital newsletters across residential, business and commercial.
- BUSINESS AND COMMERCIAL SMART**
Specialised SMART addons to accelerate your diversification.
- CUSTOMER INCENTIVES**
Reward your customers when they review your services and interact with your newsletters.
- SOCIAL MEDIA**
Access a range of guides and resources to build your social presence.
- ANALYTICS CONNECTED**
Understand and optimise more with connection to Google Analytics and AFG Analytics engine.

Diversify your income and offer a complete financial solution

AFG Business is the only platform of its kind in Australia. You'll be equipped with the tools and strategy to help you diversify into business lending.



The largest panel of business lenders of any Australian aggregator.



Quickly find and secure a range of products for clients in one simple application.



Industry-first, back-channel messaging system.



Specialist support for deal workshopping, applications and lodgement.



Integrated live chat with business lending specialists.



Simplified accreditations and paperwork.



AFG Commercial Powered by Thinktank product range.



Full learning and training pathways and courses.

AFG
BUSINESS

Our lender and partner panel



Work smarter with AFG Suite

AFG Suite provides you with our latest set of cloud-based technology tools and apps in one place, designed to deliver better business practice, better client experience and better growth.

Dashboard

Your customisable home page that displays a quick overall snapshot of your business portfolio, key metrics, latest news and other important tailored information.

FLEX

Your single point of access for electronic lodgements, customer data, leads, applications, product information, commissions, compliance process management and more.

FLEX iPad and Mobile

Your convenient, user-friendly tools that enable you to access FLEX on the road, in a meeting or wherever you need it via your tablet or mobile device.

Analytics

Your clever reporting engine that provides you with real-time analytics, data and statistics to eliminate guesswork and drive better business decisions.

Learn

Your online learning management platform where you can select from a library of courses, manage your professional development and register for the latest training events.

Pipeline

Your workflow management tool to help you stay on top of your deal pipeline, manage priorities, automate tasks, set up customised activity plans and systemise processes.

🔍 Broker Fact Find

Your online customer tool that enables your clients to digitally provide all the information you need to fast-track their application and approval process.

🔗 Refer

Your custom-built referral management tool that tracks your referral business with open visibility for you and your referrers, plus data storage and record keeping.

📊 Lenders

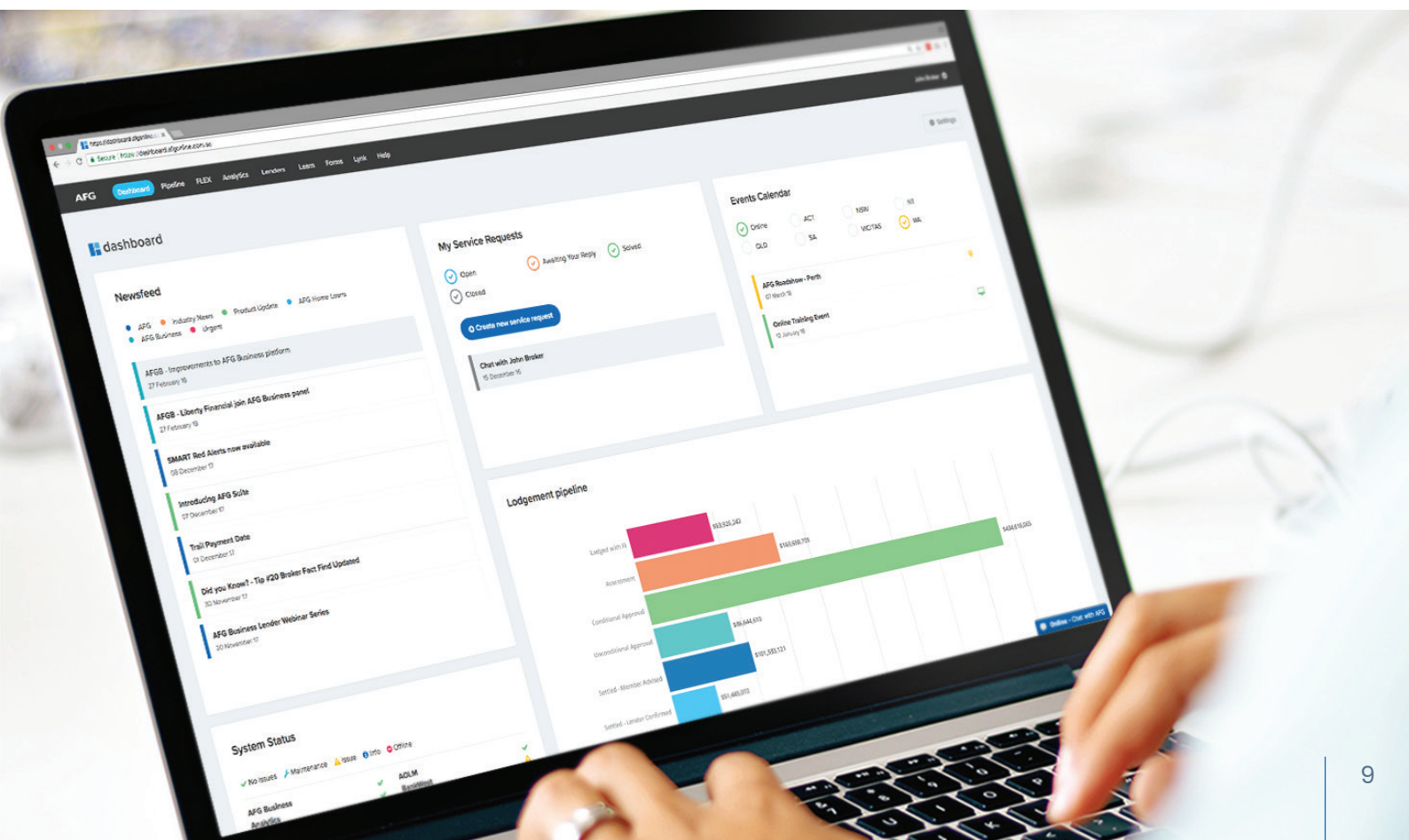
Your online search engine with all the lender information you need when you need it, including products, policies, contacts, calculators, commissions, lender matrix and marketing materials.

💬 Help

Your extensive knowledge-base of information across a vast array of topics that's available 24/7. You can also keep track of your support requests and get updates in real time.

📱 My Broker App

Your personal smartphone app, branded with your logo and contact details, to help you stay in touch with your current clients and generate new business opportunities.





Exclusive access to AFG Home Loans

When you become an AFG broker, you can offer your clients exclusive AFG Home Loans with product options from four lenders to suit all customer types and scenarios.



You'll get direct access to credit decision makers with rates your clients will love. Just call your dedicated AFG Home Loans Business Relationship Manager who will help you get your deal done fast.

AFG Securities

AFG Home Loans Retro and Link are backed and funded by AFG exclusively for AFG brokers. This means we're in control from start to finish, so when you need answers, we get them to you fast - so you can provide the great service your customers expect.

Direct Access to Credit Decision Makers

It might sound a bit old school, but we believe in picking up the phone and talking through credit decisions directly with you. When you submit a scenario or application to AFG Home Loans Retro and Link, you get answers direct from the decision makers.

Your customers will be your biggest fans

It's our goal to ensure your customers stay your customers. 90% of AFG Home Loans customers report being happy in their loans and 72% of customers rank as active promoters for their brokers.

We're not satisfied until you are

We take your level of satisfaction very seriously at AFG. Which is why we do everything we can to add value and accelerate the growth of your broking business.

Don't take our word for it, here are the most recent results from over 1000 AFG brokers we talked to as part of our ongoing broker satisfaction research.

**PARTNERSHIP
MANAGEMENT**



SUPPORT



**TECHNOLOGY
AND TOOLS**



**LEARNING AND
DEVELOPMENT**



WANT TO FIND OUT MORE?

**Book a catch-up with
the team today**

1300 130 987

afgonline.com.au/brokers/

www.afgonline.com.au

Level 4, 100 Havelock Street
West Perth WA 6005

T 08 9420 7888

Australian Finance Group Ltd.
Australian Credit Licence: 389087
ABN: 11 066 385 822
ACN: 066 385 822