

# The Chronicle

## First broker owned home loan brand launched

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AUSTRALIA'S first mortgage broker-owned home loan brand has been launched with plans to recruit the cream of the industry and revolutionise the financial services sector by linking brokers to a postcode.

**1300 Home Loan** has been founded by former Loan Market Executive Director John Kolenda, who will be Managing Director of the new company which has forecast an \$8 million annual war chest to market its brokers nationwide.

"**1300 Home Loan** has the goal of becoming the industry leading network of mortgage professionals in Australia," Mr Kolenda said.

"The best brokers nationwide will benefit from the generation of leads directed to them via a postcode through consumers calling a nationally recognised and easy to remember 1300 number.

"The system will enhance a broker's position in their local market and help them build a true presence through a significant ongoing marketing campaign."

Mr Kolenda said the **1300 Home Loan** brand was exclusive to brokers on a postcode basis and was supported by the **1300 Home Loan** marketing, individual broker promotion, a website and a host of other support material.

"We are a revolutionary lead generation service for mortgage brokers and we are independent of aggregator affiliation," he said.

Mr Kolenda said brokers who join the brand pay for exclusive access to leads to a particular postcode.

"Consumers call one, easy to remember phone number: **1300 Home Loan**," he said.

"Calls are answered by a real person and then routed to the broker who has exclusivity to the postcode where the call originates from. Both new enquiries and existing customer calls are routed simultaneously to the broker's mobile, office, home and answering service numbers. All calls are recorded, and emailed through as a link for retrieval, review and replay of the call.

"**1300 Home Loan** will act as an umbrella brand enabling select brokers to develop an identity by being part of the network, while developing their own brand by association.

"Another bonus for the brokers is that their postcode access becomes an asset to their business, which is a great addition to the loan book."

Mr Kolenda said **1300 Home Loan** brokers pay a joining fee and flat monthly fee which goes toward a structured marketing campaign.

"Brokers keep 100 per cent of sales made and no royalties or trails are charged," he said.

Mr Kolenda said a key strategy for **1300 Home Loan** is to ensure that all brokers who join as partners meet high standards of excellence, professionalism and customer service.

"This is to build the trusted advisor status for **1300 Home Loan** that will provide reassurance and credibility to potential callers, and clients," he said.

A former national broker of the year, Mr Kolenda was founding partner and Sales Director of X Inc Finance, and later became Executive Director of Loan Market Group before finishing with the company last year.

Mr Kolenda started as a mortgage broker in 1994 and collected many awards throughout his broking and management career.

**1300 Home Loan** will be hosting broker seminars nationally throughout October and November. Anyone interested in attending should contact **1300 Home Loan** Marketing Manager Darren Crichton-Browne on (02) 9386 4304 or 0416 235 215 or email [darren.cb@1300homeloan.com.au](mailto:darren.cb@1300homeloan.com.au)

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