



www.FXmentor.com.au

"The 7 Iron Laws All Rich Traders Obey" Get your **FREE** Report Now!

Ads by Google

Lending Central

- [About](#)
- [Advertise](#)
- [Contact](#)
- [Current Poll](#)
- [RSS](#)

- [All News](#)
- [Around the web](#)
- [Broker News](#)
- [Consumer](#)
- [Economics](#)
- [FBAA](#)
- [Govt News](#)
- [Lender News](#)
- [MFAA](#)
- [Securitisation](#)
- [Technology](#)
- [Valuations](#)

PR: New broker owned brand comes to Queensland

Posted by [LC Team](#), Wednesday, November 3, 2010

Press Release

Australia's first mortgage broker-owned home loan brand will be showcasing its model to Queensland brokers keen to be linked to consumers via a national marketing campaign with exclusive ownership to their areas.

1300 Home Loan will be hosting broker seminars this month in Brisbane, the Gold Coast and the Sunshine Coast.

1300 Home Loan Managing Director John Kolenda said brokers swooped on the chance to join forces with a new model that created true business value via brand ownership and exclusivity of leads in the home loan market.

Mr Kolenda said the business had received more than 150 applications for postcode interests following seminars in Sydney and Melbourne.

"There has been a great deal of interest from brokers in being a part of one of the biggest national marketing, branding and direct consumer lead generation businesses in Australia," said the former Executive Director of Loan Market Group.

"We're delighted with the response we have received so far and brokers can clearly see the opportunity of being part of something big."

Brokers who join 1300 Home Loan as partners will see the majority of their investment going directly into the multi-million dollar national marketing and advertising campaign.

“Brokers benefit from the extensive marketing campaign with direct lead generation and the building of their identity at the local level by calling one simple nationally recognised and easy to remember 1300 number,” Mr Kolenda said.

“Each broker takes exclusive ownership of a postcode or area, all for a flat monthly fee plus a small set up fee. The system can enhance a broker’s position in their local market and already many are keen to be part of our business.

“We are a revolutionary brand building and lead generation service for Australia’s leading mortgage brokers and we are independent of aggregator affiliation.”

The Queensland seminars will be held on the Gold Coast on November 16, in the Brisbane CBD on November 17 and on the Sunshine coast on November 18.

“We are looking forward to explaining the benefits of our new brand to Queensland brokers,” Mr Kolenda 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 over his 16 year career has either worked or built some of the biggest brands in the mortgage space.

[Share This](#)

Home Loans and Mortgages www.mortgagehouse.com

Enter the Mortgage Business Own your own Business with Leverage

Get Great Home Loans www.burleighhomeloans.com.au

Large panel of lenders Local broker, enquire today

Loan Leads Generation Marketing-Results.com.au

How To Generate Twice The Sales Leads With 1/3 the Effort.

Property Price 30 Seconds www.myhousevalue.com.au

Discover Your Property's Worth Free - Instant - No Obligation

Related Posts

- [Recruitment Drive For Mortgage Brokers](#)
- [Brokers need to be set free](#)
- [Seminars To Assist First Home Buyers](#)
- [Britons Embark On Beach Buying Spree](#)
- [Mortgage brokers urge government to extend first home buyers grant](#)

Tags: [1300 Home Loans](#)

Filed Under: [Broker News](#)

Post a Comment



Name

E-mail (*will not be published*)

Website

Post Comment

Notify me of followup comments via e-mail

Get the daily news!

Email Address



Search thousands of business listings

Partners



Being a mortgage broker is great.

**Being a
Wealth Today Adviser
is so much better!**

Looking for a better business opportunity?

[Find out more.](#)



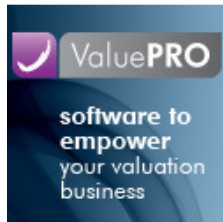
[Become a Partner](#)

• **Want the news on your own site?**



• **Recent Comments**

- jase on [CBA prove most popular Lender during October despite current backlash](#)
- Peter on [CBA prove most popular Lender during October despite current backlash](#)
- Consumer watchdoggie on [RBA “backward looking” says economist](#)
- Pater on [CBA prove most popular Lender during October despite current backlash](#)
- Consumer watchdoggie on [RBA “backward looking” says economist](#)
- Melb Broker on [Cost of money determines rates: bankers](#)
- jase on [CBA prove most popular Lender during October despite current backlash](#)
- Broker in the 'burbs on [Cost of money determines rates: bankers](#)
- Greg on [Cost of money determines rates: bankers](#)
- Phil on [Cost of money determines rates: bankers](#)



• **Regular Contributors**



◦

Morgan Brown
[Blown Mortgage](#)



◦

Phil Naylor
CEO - MFAA



◦

Peter White
President - FBAA



Dean Rushton
Loan Market Group



Greg Sugars
CEO - Opteon Group



Kent Lardner
PriceFinder

• PinPoint - Mortgage rates updated daily!



• Featured Organisations

- [Stargate Group - #1 for Mortgage Technology](#)
- [FBAA - Finance Brokers Association of Australia](#)
- [MFAA - Mortgage & Finance Association of Australia](#)
- [LIXI - Lending Industry XML Initiative](#)
- [Redilend - Mortgage Solutions - Australia Wide](#)

[Get Featured here!](#)

• Polls

Will 2010 be the year of the Non-Bank Lender?

- **Yes (53%)**
- **No (47%)**

 Loading ...
◦ [Polls Archive](#)

• Archives

Select Month

© Copyright [Lending Central](#) 2008. All rights reserved. [Legals](#) [Privacy](#) [RSS Feed](#) [Terms](#)