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BROKER
BEATS
A BANK

#BROKERSWORKFORYOU

WHICH IS BETTER, A BROKER OR A BANK?

SPOILER ALERT

We're pretty pro-broker around here.

It's a question we get asked a lot and we think the answer's pretty simple.

We want everyone who's thinking of getting a home loan to have a really good understanding of how it all works. So, whether you're using a bank, a broker, have never had a loan before, or you're thinking of refinancing...

...We think you should go with a broker. Why?

Let us break it down into six points.

- 1 Best Interests Duty *(don't worry, we'll explain this one)*
- 2 Your broker works for you *(can you say the same about the banks?)*
- 3 Choice *(having options is key)*
- 4 Long term benefits *(ohhh, yeah)*
- 5 Accessibility *(this is huge)*
- 6 Value for money *(everyone loves a bargain)*

Let's explain each of these in detail...

HAVE YOU EVER HEARD OF BEST INTERESTS DUTY?

‘Best Interests Duty’ (BID) is a new law that requires brokers to put their client’s best interests before anything else.*

So, in Australia, brokers legally have to find the deal that's right for your situation and goals. Great, huh?

This legislation is supposed to completely disrupt our industry. But it's changed almost nothing for us here at Loan Market.

Why? Because we've always put our client's needs first. As far as we're concerned, it's literally the entire point of being a broker.

The first rule of broker club is: #brokersworkforyou

FUN FACT

While brokers' work in their customers' best interests. Bankers have no such duty. Strange, right?

* Best Interests Duty is effective as of 1 January 2021

YOUR BROKER

WORKS FOR YOU

(THEY LEGALLY HAVE TO)

Remember that BID legislation we talked about?

**It includes a bunch of standards that brokers have to meet.
Banks, on the other hand, are exempt from it.**

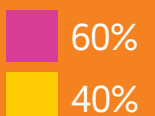
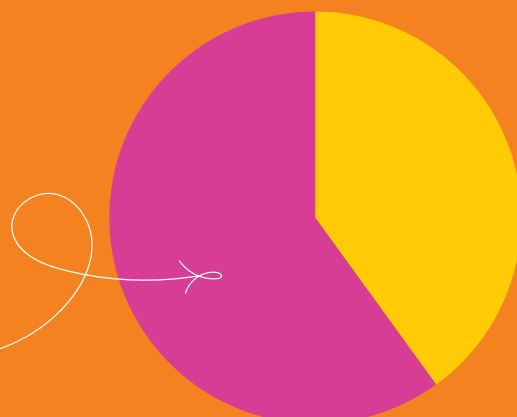
Why is that?

Because they can't do it. It turns out that to prove you're acting in your client's best interest for a home loan, you actually need to compare lenders. Banks only ever offer their own products. That means they just can't meet the BID criteria.

So it's lucky they're exempt, really...

It's also probably why **60.1%* of Australians use a broker to get their loan.**

happy customers



* As of December 2020

ARE YOU INTO CHOICE?

WE ARE

Sure, there are situations in life where more choice is actually NOT ideal. Five baskets of laundry to choose from? A bunch of different bills to pay? Thirty-seven types of pasta sauce on a shelf? Yes, sometimes less really is more.

But most of the time, variety is a good thing. We feel like getting to choose between **60+ banks and lenders (and plus thousands of products)** is pretty positive, don't you?

Unfortunately, when you go with a bank, you just don't get as many options.

We know that decision fatigue is real, though. So brokers do the hard yards first. We narrow down your choices and then clearly explain the pros and cons of anything they shortlist.

In other words: we help you feel confident that the decision you make is a smart one.

DID YOU KNOW?

Despite COVID-19's economic effects, the mortgage broking industry is anticipated to grow over the next five years. Better yet, a large share of those clients will be first home buyers. Who doesn't love good news?

WE LIKE TO STICK AROUND

FUN FACT

Once a broker's client,
always a broker's client.

We don't just sign and run.

A broker will keep tabs on your loan. They'll reach out when it's time to re-mortgage, lock in your interest rate or reassess your situation to see if your loan is still working hard for you.

We're helpful in a bunch of other ways, too. That's because, as brokers, it's part of our job to advise you – and not just on products and loans. We also know the ins and outs of available grants and initiatives. We can provide property reports and introduce you to real estate agents and conveyancers. We can even give you buying tips throughout the process.

Unfortunately, if you borrow directly from a bank, their services include none of that.

DID YOU KNOW

3 out of 5 loans in Australia are arranged by brokers.*

* As of December 2020

ACCESS MAKES EVERYTHING EASIER

DO YOU:

- ✓ Live in a regional area?
- ✓ Have small kids?
- ✓ Have accessibility needs?
- ✓ Work full time?
- ✓ Exist in the real world?

If so, there's a pretty big possibility that getting to a bank during business hours is a logistical nightmare for you.

You know what's not a hassle?

- Calling your broker when it suits you
- Having your broker meet you at a place that's convenient for you
- Doing a video call after the kids are in bed.

This will sound wild, we know... but you can just **pick up your phone and call your broker whenever you want**. And the person who answers the phone will be [drumroll please] YOUR BROKER!

Of course, if you prefer to talk to an automated phone message, then by all means—go with the bank.

#TRUESTORY

The music you hear when you're placed on hold is the WORST music in existence.

DID WE MENTION

IT'S AT NO COST TO YOU

DID YOU KNOW

Using a broker will cost you NOTHING.
ZIP. ZERO. ZILCH.*

We really should have opened with this point.

Unlike with banks, who charge you for the privilege of becoming their clients.

It's up to you though. No judgement from us – we're here to support your best interests, whatever they are.

We're brokers, so that's what we do.

And in the interest of full disclosure, we get paid by the banks.
That's how we can provide this awesome service to you.

[If they can afford to pay us to get them new customers, they should have to do some sort of special deals for their direct clients, right? But they don't. #sheesh]

**Don't bank on the banks,
bank on a broker.**

Get in contact today.

FUN FACT

The average cost of upfront fees for a home loan in Australia is \$686.^

* There may be occasions where you may be charged a fee by your broker

^ This cost applies regardless if you work with a broker or a bank

**DON'T BANK
ON A BANK.**

**BANK ON A
BROKER.**

#BROKERSWORKFORYOU

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