

REASONS WHY ACCOUNTANTS PARTNER WITH FINANCE BROKERS

Having an experienced, independent and professional finance broking firm as part of your outsourced team makes sense for accountants because an independent broker does not have a vested interest in pushing a product, bank or lender. Their sole focus is on providing the solution which is in the best interest of mutual clients.

Finding a finance brokerage firm which understands their place in the relationship with the accountant is invaluable; i.e. understanding that the accountant in conjunction with the client will decide on the strategy and the broker merely needs to facilitate the fulfilment of that strategy in the most cost effective and efficient manner with their sole focus being on the best interests of the client.

Lending is bureaucratic, uncomfortable, needing a lot of paperwork and the pursuit of legal and financial process to fulfil the requirements of the chosen bank or lender. Having an experienced broker who does the legwork for the client upfront and has the experience to short-circuit the rigmarole when dealing with a bank where a bank lending manager will take you through the entire process only to decline your client at the very end of the process, weeks or months later if there's any anomaly to their 'tick box' approach to lending.

A good broker will provide credit advice to help minimise the lending risk and capitalise on available lending policies as well as financial incentives available to borrowers.

Partnering with a lending firm which can provide all types of finance including consumer, business, commercial SMSF, leases and hire purchases ensures that the client is ring-fenced within the accountant's trusted team and does not need to be referred elsewhere. It can also prove to be a lucrative diversified revenue stream for the accounting company when an appropriate lending partner is found.

Chocolate Money has 19 years of experience working with alliances and accounting firms with many team members being with the team more than 15 years! Their experienced advice and focus on providing exceptional service to the referrer as well as the referred is why they are one of Victoria's leading brokerage firm.

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