

## **Turbo-Charging your Accounting business**

Accountants are becoming aware of the advantages of offering loans to their consumer and business clients. The advantages far outweigh the risks if the correct finance brokerage is chosen. If you are looking to increase your revenue & services without increasing overheads, read on:

Advantages of partnering with a finance brokerage firm:

- Able to provide a 'one stop shop' service to your clients
- Control the direction and financial future of clients
- Have a consistent and coherent finance strategy without being 'second guessed'
- A new and lucrative revenue stream for the business
- The revenue stream is independent of your time
- No increase in overheads, staff, or marketing costs
- The lending compliance remains with the Australian Credit License holder
- Obtain insight into bank lending policies to better guide and direct your business and clients
- Get access to special offers and deals for your clients regarding specialist lenders
- Mitigate your risks by having an 'inhouse' broker advise you on the different types of Accountant's declarations available from banks and lenders
- Provide information, insight, training and planning information to your clients
- Additional reasons to contact your database to stay connected with your client base

Potential Risks:

- The broker may not specialise in more complex structures and loans and unable to assist
- The broking firm may be inexperienced partnering with third parties so may not understand their place in the relationship and how to work with other companies; (e.g., reporting)
- The broker's service proposition (SLAs) may not match your own making your firm look bad
- The broker referring your client to inhouse accountants and take your customers

Essentials when choosing a mortgage or finance broking firm:

- Has previous experience working in successful partnerships with other companies
- Is not a 'one man band' but a larger company with the relevant resources to support clients
- Has extensive experience in mortgage broking with a successful track record
- Is able to provide all lending solutions – not just home loans
- Has experience in helping companies utilise their database by providing marketing information and articles of interest for you to use
- Is experienced in dealing with complex financial structures and lending solutions
- Not a 'vanilla mortgage broker' but has all the experience of Chocolate Money solutions!

Contact Chocolate Money to discuss the advantages of providing lending solutions to your clients and how to establish an ongoing relationship with a reputable Finance Brokerage with extensive experience collaborating with other companies.

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