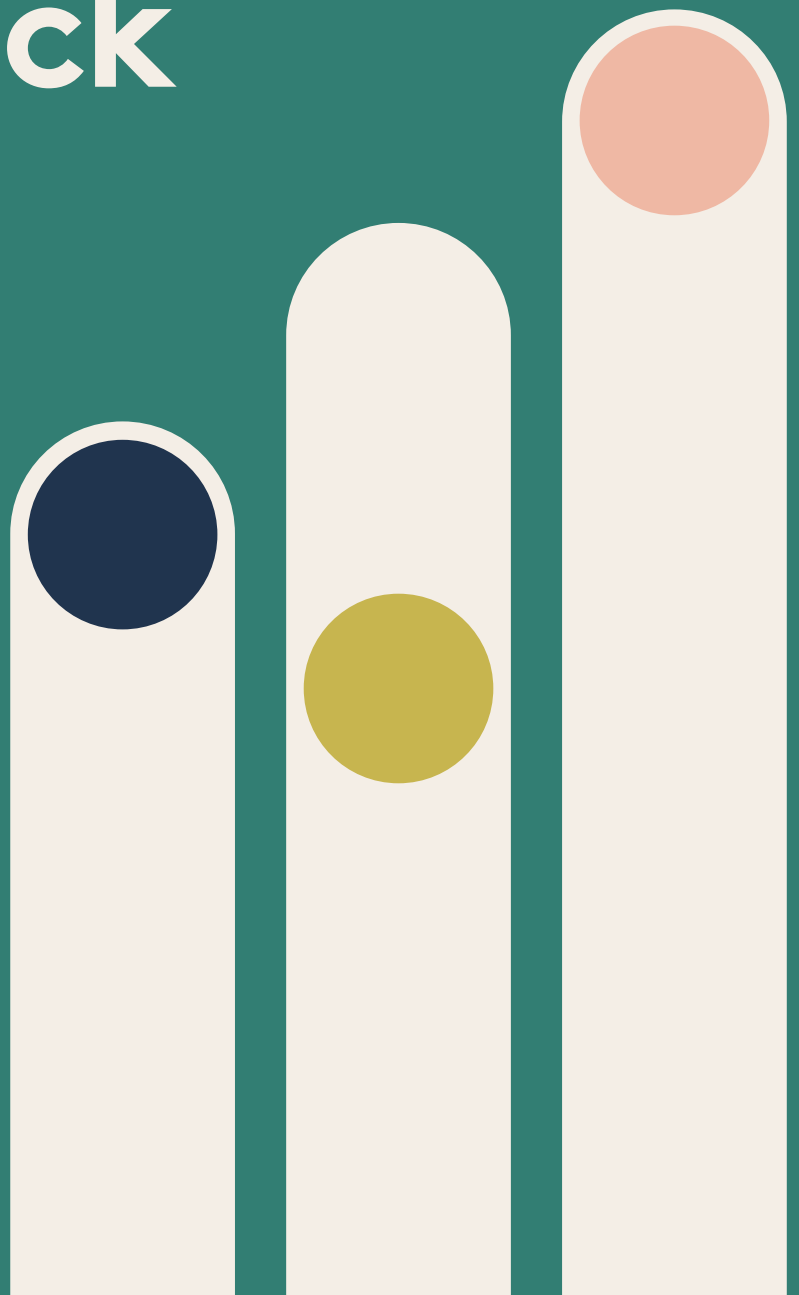


WHITE PAPER

Building a leading brokerage tech stack

Better begins *here*



Introduction

The landscape for mortgage and finance brokers is rapidly changing, bringing both challenges and opportunities. In a thriving market, there is a rising demand for brokers who can deliver seamless and convenient customer experiences.

Brokers must navigate changes by embracing technology and innovation to allow them to compete and position themselves for success.

Technology, in some form, has been a part of the broking industry for some time, making things more efficient, accessible, and customer-centric. Early digital tools have laid the foundation for the more sophisticated and advanced technologies that are now more commonplace in the industry - without which processes would be time-consuming, error-prone, and more susceptible to security risk.

Over the past decade, in particular, technology has increasingly disrupted traditional business models and ushered in new opportunities for growth and innovation. The rise of AI for example has streamlined the underwriting process and created efficiencies in analysing client data and assessing risk - but introduces other challenges that mortgage brokers must consider.

As the industry becomes increasingly complex and competitive, brokers must take a proactive approach, prioritising technology and investing in training and education to stay ahead of the curve. This requires not only adopting new tools and platforms but also rethinking their business strategies and operations to meet the evolving needs of their clients and the market.

In this white paper, we'll explore the power of technology in the broking industry, how it's transforming the broking process - from lead generation and customer acquisition to underwriting and servicing; and the key things brokers must consider as they navigate this rapidly changing landscape.

A new standard for the broking industry



Broker market share is at an all-time high due to the superior customer experience that brokers are able to provide.”

A relatively young industry, the residential broker market has seen significant change, particularly over the past decade. Technological evolution has changed how brokerages operate and their customers' expectations. Investment in broking technology is increasing to meet the demand.

Broker market share is at an all-time high due to the superior customer experience that brokers are able to provide - most recent MFAA data showed that brokers originated 71.7% of home loans in Australia for six months to 30 September 2022¹. Brokers have risen to the challenge, but as the industry continues to evolve, they must continue investing in ways to streamline and safeguard their business for the future.

A new industry standard is emerging where time-saving, paperless, secure practices are replacing the manual, time-consuming processes of the past.

Being considered a successful brokerage now means delivering a superior customer experience at every touchpoint by investing in a cutting-edge marketing strategy and investing in innovative tech that does the heavy lifting, saves you time, and keeps you and your clients safe.

“Brokers originated 71.7% of home loans in Australia for six months to 30 September 2022.”

¹ [MFAA Industry Intelligence Service Apr-Sep 2022](#)

The difference between digital tools and end-to-end solutions – how can tech improve the customer journey?

Thriving mortgage brokerages have one major thing in common - their businesses are powered by technology. Sound database management, automated customer communications, and workflow are the foundation of day-to-day operations, allowing them to remain agile and competitive.

While incorporating different tools, systems, or software applications into a business workflow will almost certainly improve efficiency and productivity, if they don't talk to each other, you risk them slowing you down, creating compliance uncertainty, and unnecessary costs. Platforms and applications need to work seamlessly together, exchanging data and information between themselves to automate various tasks and streamline workflow.

Client discovery

Online questionnaires and interactive forms, backed by secure gateways (in a way that protects customer data), safely collect essential information about a customer's financial situation, goals, and preferences. Automated data analysis tools can then process this information and generate insights that help brokers understand clients' needs more efficiently - saving time and enabling brokers to comprehensively understand their clients before proceeding to the next step.

For example:

Integrating personalised lead generation on your website with a centralised customer relationship management (CRM) system allows you to safely automate the gathering and management of client information in a way that protects their data, eliminating the need for manual data entry and providing a clear picture of your customer. It also removes any double-handling of information down the line, as this information will always be available in the CRM.

Key touch points throughout loan process



Client Objectives

By integrating tools that capture your customers' goals with a centralised CRM, brokers can establish a seamless communication channel with customers, allowing for effective and real-time interaction throughout the objective-setting process.

Additionally, technology enables brokers to track and update objectives in real time, facilitating seamless collaboration and communication with clients.

Recommendations

Brokers can leverage sophisticated mortgage comparison and analysis tools to evaluate multiple loan options, including interest rates, terms, fees, and repayment structures. With access to extensive market data, brokers can provide accurate and tailored recommendations that meet clients' financial needs, objects and servicing abilities.. With integrated tech, brokers can also easily package their recommendations and present them to customers in an interactive, clear, Best Interest Duty - safe document.

Lodgement

Technology streamlines the application lodgement process by digitising and automating document submission. Brokers can use secure online platforms to collect and store necessary documentation from clients, eliminating the need for physical paperwork and manual data entry. Automated validation and verification systems can ensure the accuracy and completeness of the application, reducing the risk of errors and delays. By using automation tools, brokers can build a bespoke process, keeping clients and referral partners informed, ensuring they stay aligned with clients' goals throughout the mortgage process.

Approval and Beyond

Technology enables mortgage brokers to stay connected with customers during the approval phase and beyond. Automated communication tools, such as email marketing platforms or customer portals, can provide real-time updates on the application status, keeping clients informed and engaged throughout the approval. Meaning brokers and their clients celebrate the approval moment sooner.

Additionally, brokers can leverage technology to automate follow-ups, and periodic check-ins to maintain a consistent and personalised connection with clients even after the mortgage settlement. This technology-driven approach helps foster strong client relationships and ensures brokers stay in touch, providing ongoing support

and assistance as needed.

Integrating your digital tools and platforms can save time and money by streamlining workflows and improving team collaboration. It allows you to gain valuable insights into your business's strengths and areas for improvement and scale your system. As your business grows, managing an integrated network of applications is much easier than a complicated web of disparate devices and technologies.

From funneling qualified leads straight to your CRM instead of your inbox to automatically staying in touch with your customers post-loan settlement, there are several ways to optimise your customer journey and save time with integrated tools and plug-ins.



A customer experience that stands out from the crowd

Managing a large volume of work across various channels with a consistent, compliant approach can be daunting and costly in terms of time, money, and risk. Business automation allows you to simplify your operations, creating efficiencies across your business and optimising the customer experience.

By leveraging automation tools across your operations, you can:

Achieve faster time to lodgement: speed up the loan processing time, which can help close more deals and increase revenue while creating a smoother customer experience.

Improve data entry: reduce the likelihood of errors in loan applications, calculations, and documentation. By automating data entry, brokers can ensure that information is entered correctly and consistently, reducing the risk of errors that can lead to delays or rejections.

Enhance customer experience: provide a better customer experience by streamlining the application process, reducing wait times, and providing real-time updates. Automated communication tools can help brokers stay in touch with clients throughout the loan process and nurture customers who might need more time to proceed, providing a better overall experience.

Scale your business: companies can handle more volume by automating routine tasks without additional resources. In turn, this reduces the double-handling of information and wasted time, making the business more profitable.

Rethink data analytics: facilitate more frequent and consistent reporting, enabling you to make more informed decisions about your business, get the right message to the right customer, and provide real-time insights on the go.

Open up new possibilities: with the time brokers save through automating their workflow, they can focus on their unique business priorities, creating the kind of work cadence they aspire to like servicing more customers, growing the business or creating a four-day work week. What's essential is that automation will result in efficiencies, cost savings, and time savings.

A recent Loan Market survey of Australian mortgage brokers found that **75% consider automation tools essential to their business, with 58% citing time savings as the most significant benefit.**

Compliance that's fit for purpose

Regulatory reform has been one of the biggest drivers of change in compliance over the last decade. It is also one area that presents the most significant challenges to brokers, who must understand how to balance evolving regulatory requirements with a complete customer experience.

Building compliance into your business workflow will allow you to unconsciously meet your regulatory requirements and keep your business and customers safe.

Compliance management software allows brokers to solve document management, track regulatory changes, conduct self-audits, and generate compliance reports.

Automated underwriting systems help brokers assess borrower eligibility and risk by automating the evaluation of income, credit scores, and other relevant information.

Digital documentation and e-signatures enable the secure and efficient exchange of documents for a paperless process that saves time and meets record-keeping requirements.

Highly-trained compliance teams offer brokers support to address any concerns.

Many industry-specific solutions have compliance built-in. LMG takes a 'compliance by design' approach - a built for purpose method that delivers better outcomes for broking customers and helps brokers navigate regulatory requirements.

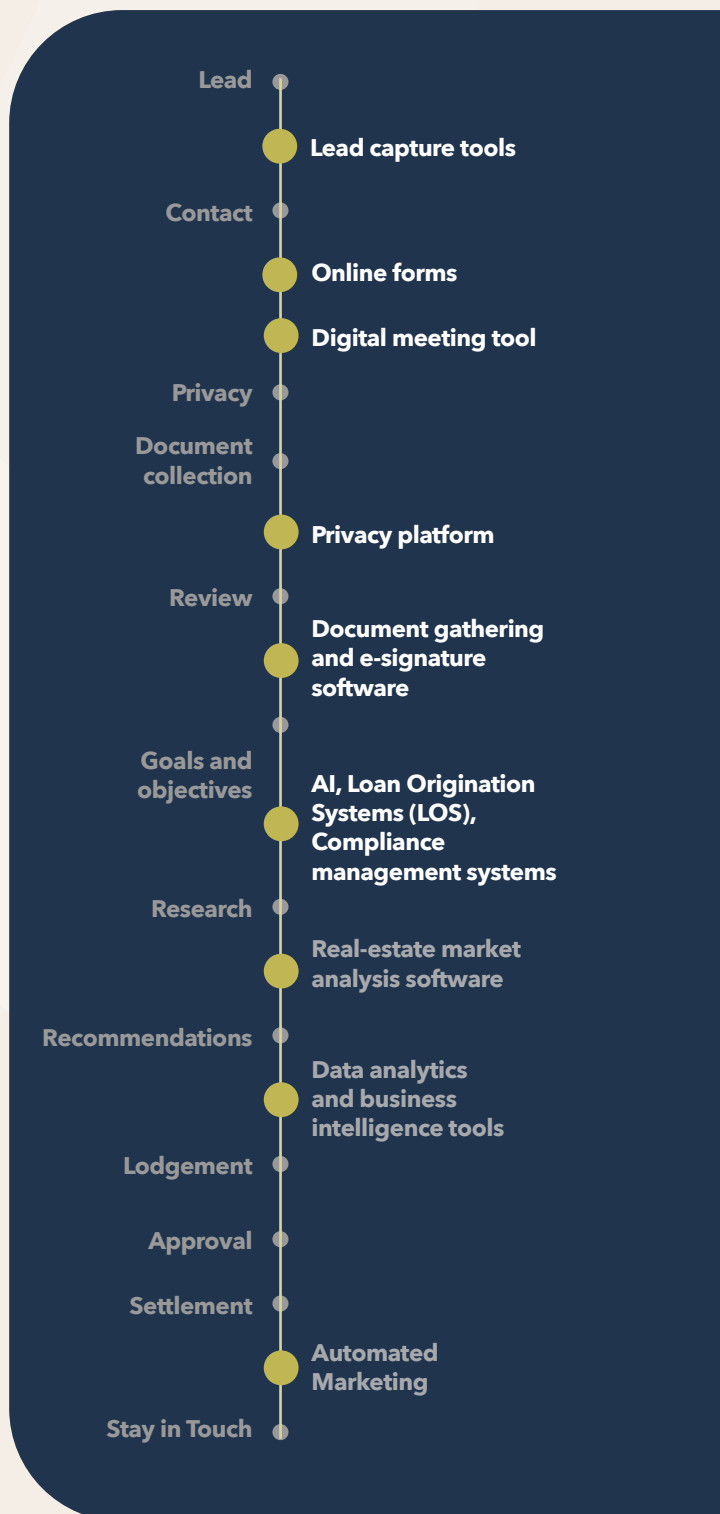
The rise of AI brings significant changes to compliance for brokers. Integrating AI into business workflows helps brokers adapt to evolving regulations while ensuring a seamless customer experience. AI-powered algorithms analyze vast amounts of data, identifying compliance issues and streamlining the process. Chatbots and virtual assistants offer real-time support, clarifying compliance policies and assisting customers. However, challenges arise with the adoption of AI. Brokers must ensure ethical use, monitor algorithms for biases, and prioritize data privacy. Balancing technology and human interaction is essential. Brokers can leverage AI for efficient compliance, risk management, and enhanced customer support. Responsibly navigating these advancements requires ethical AI practices, maintaining data privacy, and prioritizing personalized customer service. In summary, the rise of AI presents opportunities and challenges for brokers in compliance. AI streamlines processes, improves risk management, and enhances the customer experience, but responsible implementation is crucial for success.

Building the ideal broker tech stack

A business's tech stack is defined by the type of business they run and its software architecture. For brokers, it should include a combination of tools and software that streamlines the finance application and approval process, improves the customer experience, keeps broker businesses and their customers safe and provides data-driven insights to help brokers make informed decisions about their business. This combination of tools and software should ideally be a well-integrated network that seamlessly connects with one single source of truth such as a broker's centralised CRM platform.

The key components of a well-integrated broker tech stack are:

- **Lead management and referrals:** Personalised lead generation that can be embedded in your marketing channels to capture, qualify, and convert more leads, providing high-quality prospect opportunities before the first conversation has even taken place. Leverage technology to streamline the referral process, track referrals, and enhance collaboration between brokers and referral partners.
- **Document gathering and e-signature software:** This software can make the admin side of the loan process simple and convenient for brokers and customers by quickly requesting and uploading essential documents and signing them securely.
- **Loan Origination Software (LOS):** Integrating this software with a CRM will allow brokers to automate tasks such as application, underwriting, settlement and keeping their records up to date for visibility across teams.
- **Websites:** Building a customised, fully-optimised website that drives leads and integrates with a CRM will allow brokers to attract and convert more leads and analyse their interaction with their brand.



Building the ideal broker tech stack

(continued)

- **Business reporting and analytics:** Make more informed decisions with business and customer analytics that allow brokers to identify opportunities and risks.
- **Workflow and task automation:** Create effective team collaboration and communication, reduce the risk of errors, and streamline business processes.
- **Marketing communications platforms:** Integrated suite of channels that automate communications, build brand awareness, and nurture leads through ongoing, automated communications to ensure you are front of mind.
- **Marketing automation:** Ideally integrated with a CRM and marketing communication software, automated marketing allows brokers to streamline workflows by automating tasks such as generating and nurturing leads, staying in touch with customers throughout the application lifecycle, and driving brand awareness in the market.



The cost of packaged solutions vs stand-alone solutions

Investing in tech brings significant benefits, and an integrated tech stack is a valuable investment. The potential cost savings, efficiency gains, and improved customer experience make it a worthwhile choice.

An integrated tech stack offers scalability and simplicity, contributing to long-term success and growth. However, it's important to choose appropriate tools and ensure proper implementation and integration to avoid inefficient processes and reduced productivity. Careful planning, selecting fit-for-purpose technology, and ongoing evaluation can minimise costs and maximise benefits while avoiding compliance risks and maintaining staff and customer satisfaction.

Here we look at the potential for cost savings when choosing a bundled package of fit-for-purpose tech vs going it alone and setting up individual platforms and tools.

Service/Solution	Packaged	Separate
Website	Included	\$\$\$\$\$
Website hosting	Included	\$\$
Website security	Included	\$\$
Website maintenance	Included	\$\$\$
Lead capture tool	Included	\$\$
CRM	Included	\$\$\$\$
Data collection tool (e.g. File Invite)	Included	\$\$
Electronic signature/privacy platform	Included	\$\$
Bank Statements	\$ (additional cost)	\$\$
Marketing automation platform	Included	\$\$
Customer satisfaction and review platform	Included	\$\$
Tech support	Included	May be on subscription/ ad-hoc charge basis

Potential cost saving of over \$21k per year not factoring in lost time.

LMG's solutions in practice



MyCRM serves as the centerpiece of LMG's comprehensive solution suite, providing everything that a broker needs from lead to lodgement and beyond in one centralised platform.

With the added flexibility of Zapier integration, brokers have the ability to tailor their experience to their unique business needs and connect MyCRM to over 5,000 applications based on their requirements.

With its powerful features including real-time business insights, automated workflows and integrations, referral management capabilities, and round-the-clock support, MyCRM stands as the acclaimed software solution empowering efficient business management from a unified platform.

Designed as a complete business solution for brokers, MyCRM enables you to construct your own ecosystem, effectively streamlining your operations and freeing up valuable time to foster and nurture client relationships.

Powering every component of your business

- ✓ Lodge deals faster
- ✓ A simpler, seamless experience for your clients
- ✓ Extend your clients' lifetime value
- ✓ More choice for your clients



“With My Lead Generator, I know what my customers are looking to do before I even pick up the phone. This makes the first call much easier as I can focus on booking an appointment rather than fact finding.” “The first lead I received settled in just 57 days!”

Steve McLean
Mortgage Broker



“I have hundreds of cold leads in my database and Nurture helps me communicate with them one-on-one without having to lift a finger. It saves me at least 10 hours per month and generates plenty of revenue opportunities I'd have otherwise lost. Game changer.”

Damian Page
Mortgage Broker

+97

Loan Market
brokerage
NPS Score 2022

Industry Average +56
B2C NPS

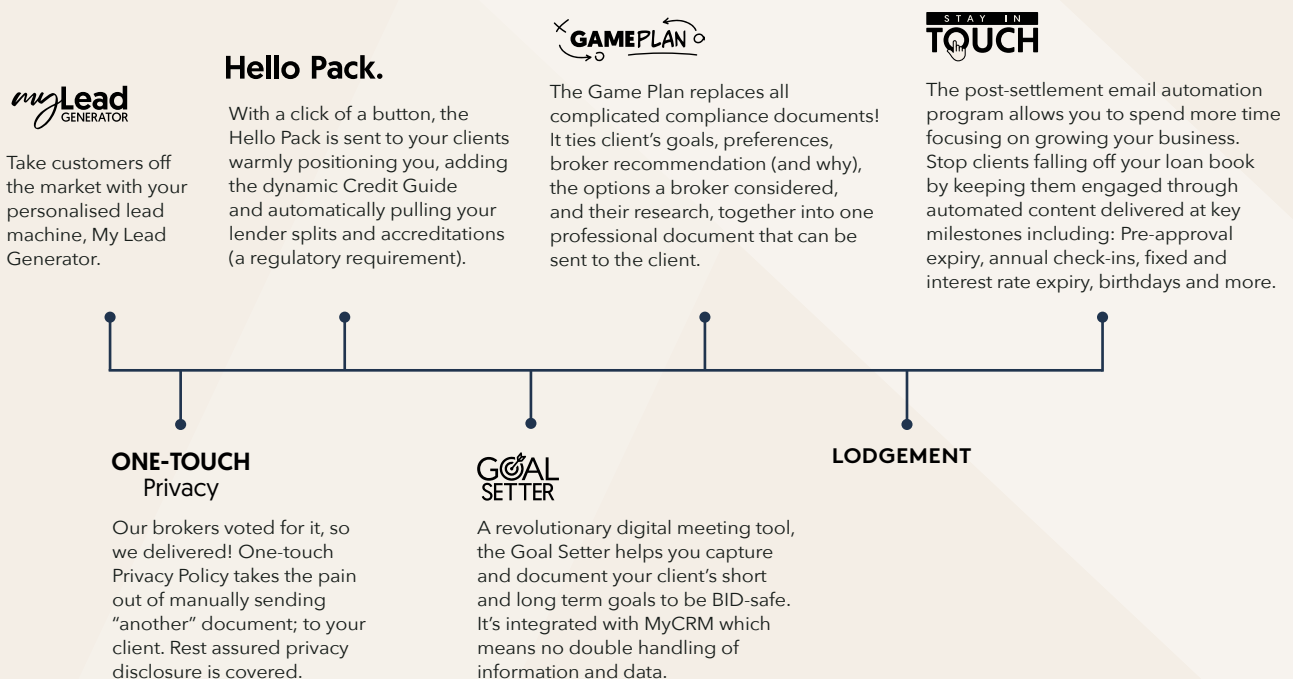
Bank Average +10.1

Generate and manage leads and referrals with integrated software that connects to MyCRM

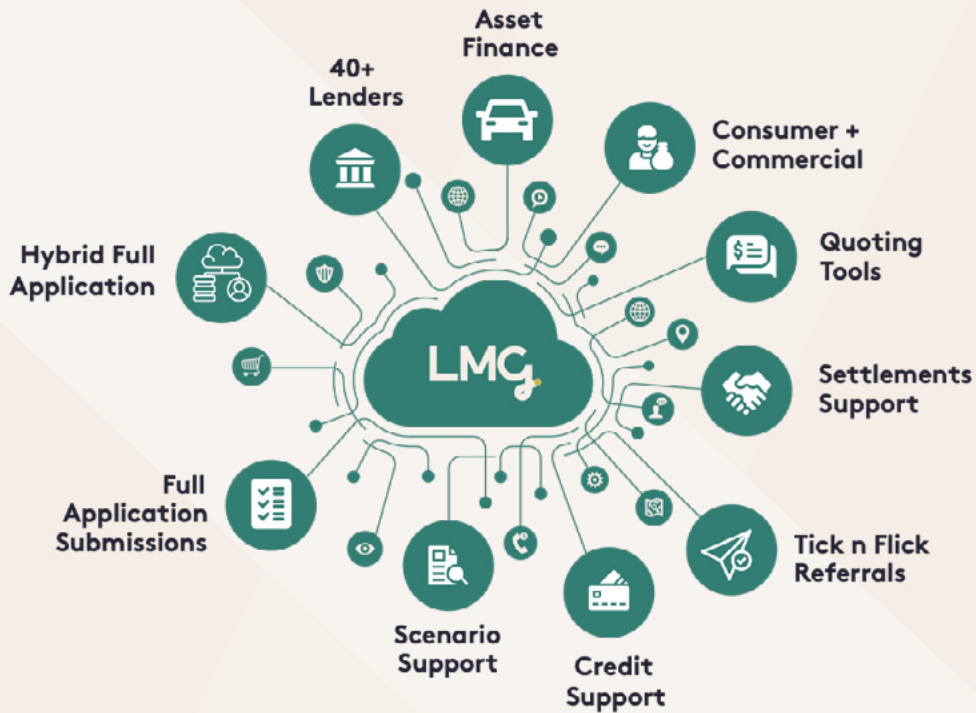


Deliver a superior customer experience at every touchpoint – digital and in-person

This step-by-step customer journey helps you deliver a market-leading customer experience throughout the loan application process and lifecycle of the loan.



It doesn't stop at residential – get the support you need to diversify your business with fit-for-purpose tech that enables you to write or refer asset finance and commercial loans



Empowering Brokers with strategic support

How does LMG support brokers?

In today's fast-paced mortgage industry, relying on a patchwork of technology solutions can hinder operational efficiency and pose significant support challenges. When different platforms fail to communicate seamlessly, brokers are left to decipher complex issues on their own.

Supporting diversified financial businesses is at the heart of what LMG are doing. Having a single CRM-centred ecosystem that creates a single view of the customer addresses the challenge of managing the diverse lending needs of your customers. This approach seamlessly integrates data and processes across all required platforms, allowing brokers to access all relevant information in one place, and empowering them to make more informed decisions, streamline their operations and deliver superior customer service.

Comprehensive support plays a critical role in empowering brokers to build thriving businesses and deliver exceptional service to their clients. That's why LMG has made substantial investments in software development teams and specialised support staff to ensure that our proprietary solution, MyCRM, not only meets the demands of loan origination but also serves as the central hub of a broker's technology ecosystem.

By integrating support staff, cutting-edge technology, and aggregation services, brokers benefit from a unified and streamlined experience. Choosing the right technology solution goes beyond mere functionality; it necessitates seamless integration into a broker's business operations and access to robust support to minimise downtime.

With MyCRM as the core component of your tech engine room, you gain a dedicated support team, committed to offering ongoing assistance to allow you to optimise the platform, maximise efficiency, and overcome any obstacles you may encounter. Additionally, our selection of support channels ensure that assistance is readily available whenever you need it.

LMG believes that exceptional support and integration are key to success. With the right combination of support and technology, integrated seamlessly into your business, you can confidently build a better business, serve your clients more effectively, and stay ahead in a rapidly evolving mortgage landscape.

Let's look at how integrated support and technology play a role at each stage of the journey and what key considerations should be taken into account:

Business Establishment

Look to overlay an integrated tech and support framework into your existing business that creates efficiencies without losing time. Specialist onboarding teams, data transfer experts, one-to-one induction and training sessions and support channels for any speed bumps are key at this stage.

Business Enablement

Best practice considerations should be established and embedded throughout the business workflow. Consider ongoing training and workshops to help you get the most out of aggregator services and their tech. It is also worth establishing a tailored marketing strategy and support which leverages automation to promote your business and establish your brand.

Business Growth

Consider providers that offer specialist business training and coaching - like LMG's Kaizen approach to continuous improvement - to enable growth.

Other things to consider are access to valuable data analytics to review and adjust your strategy accordingly and an offering that covers various types of finance options to allow you to diversify your business.

Dear Broker,

Revolutionise your business
with better tech and support.

Begin your discovery of
LMG's tech stack,
starting with MyCRM.

Lets go!

