

# 10 reasons why savvy borrowers use a broker

As the home loan market becomes increasingly complex, more Australians are recognising the value of a mortgage broker.

Why? We move *beyond* the transactional, providing truly *holistic* solutions to a borrower's financial challenges.

## 01. Mortgage brokers save oh-so-much time and effort

The product choices in the mortgage market can seem limitless (and overwhelming).

We work closely with lenders every day, so we understand **how** they're different and **why** certain lenders may be ideal for your financial situation. And while we may not do your weekly meal prep, we *do* do all the rate research and fee comparisons, negotiate for you, and keep the process on track.

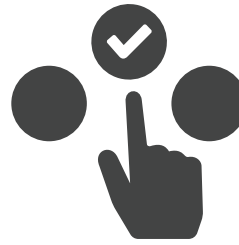


## 02. We're all about choice

Brokers have a panel of lenders from which we recommend. We must be:

- (a) accredited with each lender; *and*
- (b) keep up to date with their latest products.

This means that not only do we know what's out there, but the longer you're with us the more you'll benefit from new and improved loan features. And access to special deals from lenders that *aren't* available to the public gives you greater variety and choice.



## 03. We're neutral in helping you find the right loan

The best deal isn't necessarily the cheapest! A good mortgage broker helps build wealth by looking at your circumstances, goals, and future plans when recommending a loan.

Importantly, we're a **neutral third party** that's not trying to sell you on a specific product. The law states that brokers *must* act in the best interests of consumers, which means we'll do everything possible to find you a suitable loan.



## 04. We represent YOU - not the lender

While a bank lender represents the *bank's* best interest, the role of a broker is to represent *your* best interests.

This means that we don't rely on just one financial institution. To find the ideal loan for your specific situation, we **compare** products from a range of lenders. We **negotiate** on your behalf. And we **recommend** the most beneficial product and rate to meet your needs.



## 10 REASONS WHY SAVVY BORROWERS USE A BROKER

### 05. We're awesome at negotiating

Where circumstances may make the process difficult – you may have a credit issue or need a larger loan than you've been approved for – we work directly with lenders to address them.

Overcoming hurdles and negotiating favourable terms can save you thousands of dollars in interest.



### 06. We provide big picture guidance

As buyers, it's natural to focus on saving for the **deposit** - making it easy to overlook critical expenses such as loan fees, insurance, stamp duty, conveyancing, and more.

With a broker guiding you through the process, you'll won't fall short financially.

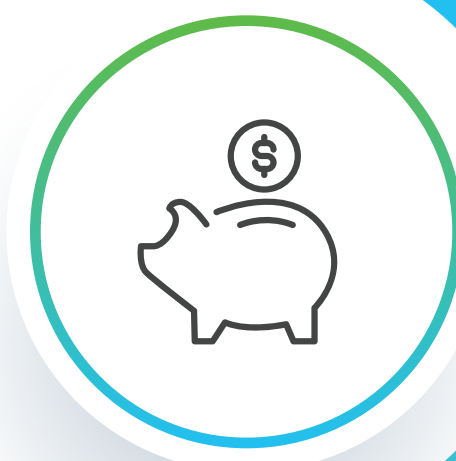


### 07. Most brokers don't charge you a fee

Brokers are generally paid a commission, like a referral fee, that's consistent across lenders.

We hold the relationship with clients, which is less overheads for the lender. With lots of lenders on our panel, we compare products to recommend the best one for you.

So not only is our service free to borrowers, but also potentially delivers a better deal on a particular loan.



### 08. We help you avoid the black hole of DIY trouble

To the trained eye, many loans reveal themselves to have not-so-obvious penalties, fees, and charges that borrowers aren't aware of, while others fail to provide the flexibility you may require in the future.

So instead of taking out a loan you may regret, be guided by a broker committed to identifying the ideal solution for your circumstances, goals, and plans.



### 09. Behind-the-scenes lender information protecting your credit score

One part of the loan application process is the lender requesting to review your credit report. The actual **request** is recorded on your credit report, with every unsuccessful application further impacting your credit score.

But not with us brokers. Our software provides insight into your borrowing power and, as a result, lets us guide you to those lenders with a high chance of approving your loan.

### 10. We're here for you long-term

Brokers consistently monitor new loan products across lenders. When we see a potential loan that meets your needs *and* provides additional benefits to your existing loan, we share it.

Because answering questions and guiding you through the loan application process is only *one* part of helping you achieve your financial goals.

Whether you're looking to invest, minimise your interest, or pay off your home loan faster, a proactive broker maintains a lookout for any changes that may provide you with further benefits.

Believe us – we're not stage 4 clingers but, when it comes to our clients, we're *definitely* committed.



# Considering applying for a home loan? Reach out to Educated Finance.

Call 1300 338 228 to take up  
opportunities *today* with the team  
that's also with you for *tomorrow*.