



MPA

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**TOP 10 COMMERCIAL
BROKERS**
WHO MADE THIS YEAR'S
HALL OF FAME?

AMA FINALISTS
THE CREAM OF THE
CROP REVEALED

DAMIAN PERCY
WHY ADELAIDE BANK IS
PUTTING BROKERS FIRST

EXCLUSIVE INTERVIEW



BRANSON ON BUSINESS

How to turn your business
into an empire the
Virgin way

MPA **Top 10** **Commercial** **Brokers** **2013**

These brokers are writing tremendous business in the commercial space. How do they do it? MPA reveals all

A message from our sponsor

It is a great pleasure for Thinktank to be associated with this year's MPA list of Top 10 Commercial Brokers. We wish to congratulate the successful brokers and acknowledge their achievements in what continues to be a competitive and challenging environment.



The brokers on the list are a diverse group not only in terms of their location in metropolitan and regional areas across the country but also in the mix of their deals and how they managed to produce the results that have culminated in this significant achievement. It demonstrates that there is no single formula to success in commercial broking. Yet there are common traits among the most successful people and businesses that others can both aspire to and borrow from. We very much encourage you to read the personal stories of each of the top 10 brokers, and consider the many and various positive strategies upon which they have crafted their approach to servicing their client base.

The MPA Top 10 Commercial Brokers list does more than shine a light on individual success stories. It proves the valuable intermediation role of the broker; it goes to demonstrate the depth and breadth of the commercial market, and it serves to highlight the opportunities that abound for lenders and brokers alike by working successfully together.

We fully expect the percentage of broker-introduced deals to increase in the area of commercial lending, and we are proud to be associated with and support that trend.

Jonathan Street
CEO, Thinktank Commercial Property
Finance

Residential property market movements may grab the headlines, but Australian businesses would be crippled without the services of the hard-working commercial brokers who help them to finance their purchases of property and other assets.

If you're on the lookout for an additional revenue stream, then recent statistics suggest that commercial broking may well be an area worth exploring. According to CBRE data, commercial property sales (office, retail and industrial sales valued at over \$5m) reached the \$16bn mark in the 2012/13 financial year. This was a rise of 12% on the previous year. Meanwhile, the continued onward march of the SMSF sector is helping to drive commercial deals at the sub-\$5m end of the spectrum.

As reported in the commercial lending feature in *MPA* 13.5, the market may not be booming, but optimism prevails, and this year's MPA Top 10 Commercial Brokers certainly prove that hard-working professionals in the commercial broking space are still notching up some mightily impressive settlement figures.

Who made the top 10? Turn the page for this year's rundown, and to learn the secrets to their success in the commercial broking sector.

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GREG BLUMENTHAL

Director,
Brampton Finance

 **Total value of commercial settlements
2012/13: \$47,197,590**

 **Number of commercial loans settled
2012/13: 31**

 **Number of support staff: 2**

 **Years as a commercial broker: 9**

What do you put your success down to?

I am a qualified chartered accountant and as such I understand the complexities of both commercial business and lending requirements. Understanding the client's business helps me gain their trust and strengthens their confidence in me, and it has also resulted in a number of accounting firms putting their trust in me and referring me their platinum clients. I look after the finances of several very high net worth families and their business interests.

Which area of commercial lending do you focus on and why?

Our commercial lending is quite broad. We try to cater to all our clients' financing needs, providing them with a one-stop shop and almost a quasi-private banking service.

Over the year we have successfully financed several residential and commercial development deals and hope this continues.

What prompted you to move into commercial broking?

With my background being a chartered accountant and working in financial advisory services for a big-four accounting firm gave me a very good grounding to get into the commercial finance space. I have, however, since diversified to residential broking and life insurance broking, which is now a major part of the business.

What advantages does commercial broking have over residential broking?

The main advantage of commercial broking over residential broking is that your commissions are generally higher; however, in some cases the workload per deal can be significantly more timely and complex.

What advice would you give to brokers who are looking to move into the commercial space?

Commercial broking is very different to residential broking. Having a good understanding on how the commercial finance lending works is imperative.

You also need to have strong contacts and relationships in the banks and, most importantly, you need to have an intimate understanding of your clients' financial affairs.

How has the commercial market fared over the past year?

The commercial market activity has picked up over the last 12 months, with a large jump in development as well as commercial investment. This is likely due to the high yields in comparison to low interest rates earned on cash or term deposits.

What are your thoughts on what the future holds for the commercial market over the next year?

Early signs for 2014 are positive for the commercial market. I expect further investment in the commercial market due to the low interest rates on offer from the banks, higher yields generally available from the commercial market, and the loosening of banks' policies over the last 12 months for mortgages in superannuation funds.



Greg Blumenthal