

JOINT

8

ACCEPTANCE FINANCE

Location:

Balwyn, Vic

Joining ACA Mortgage Solution in eighth place is Acceptance Finance. The company's CEO, **Daniel Di Conza**, talks MPA through his business strategies – and the advantages of being an independent operation

What's the secret to building a successful brokerage?

When designing your business model everybody must win: the broker, the client, the business.

What are the advantages of being an independent brokerage?

Being independent allows you to set your own direction and culture for the business.

How do you think independent brokerages can continue to thrive in today's market?

I think independent brokerages can thrive in today's market by identifying their niche and remaining focused on servicing this part of the market better than others.

What advice would you offer to brokers who would like to set up an independent brokerage?

Create a clear business plan and review it regularly.

What's your strategy for generating new business?

We have two strategies: we aim to offer our existing clients a high level of service that encourages them to recommend others to us, and we will continue to support our referral partners in the accounting and financial planning space.

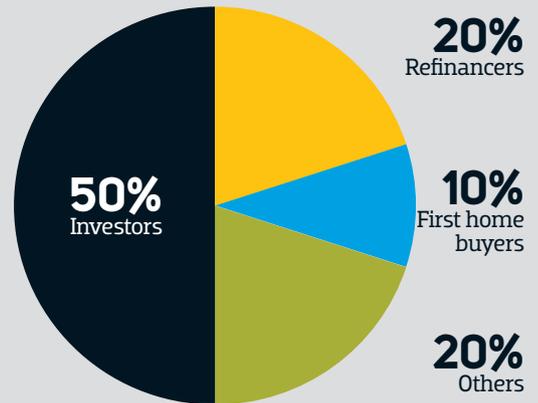
What is the most important thing a broker can do to grow their business?

Provide clients with excellent service.

What trends have you noticed this year? Have you had to adapt your business strategies to the market conditions?

There seems to be a growing number of financial planning businesses bringing mortgage broking

BORROWER BREAKDOWN



in-house, which has led us to providing services to assist them to do so.

What are your goals and strategies for the year ahead?

We intend to stick to our niche, which should provide us with steady growth into the future.

Have you diversified outside of mortgages? If so, how have you incorporated this into your business?

We have both vehicle and equipment finance and financial planning in-house. These services complement mortgage broking, particularly for our accounting referral partners.

Total loan book:
\$1,086,000,000

Total settlements 2012/13:
\$220,000,000

Number of brokers/loan writers:
11

Average annual volume per broker:
\$20,000,000

Conversion rate:
85%