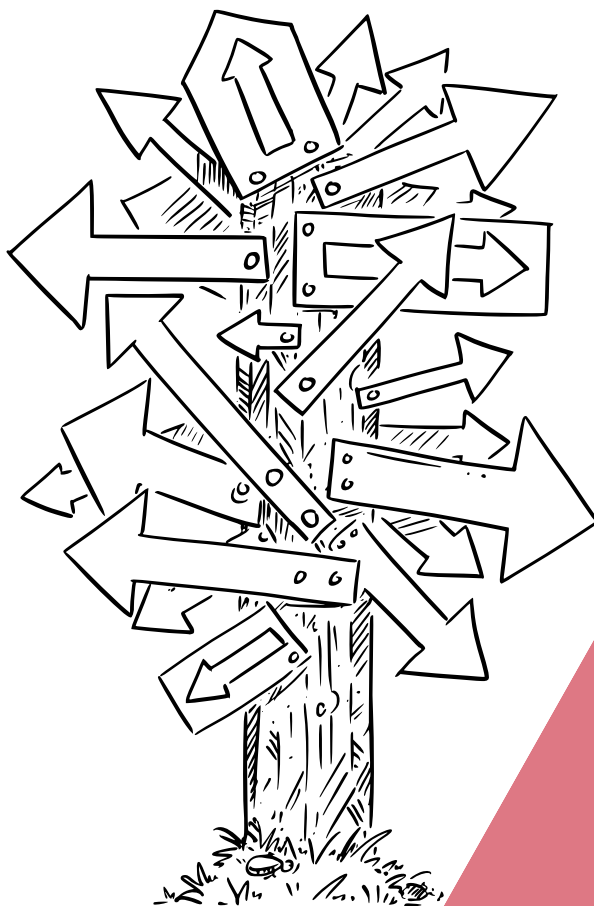


November 2023

Success & Broker.

**A free resource to help guide you
towards success and growth.**

Navigating an Evolving Market

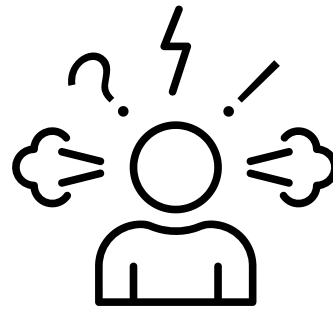


Over the past 18 months, our journey in an evolving market has presented challenges, impacting both clients and workload. Understanding these effects is crucial to delivering exceptional service.

Let's take a look at these effects:

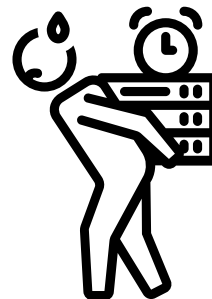
Part 1: Impact on Clients

- Higher repayments
- Increased cost of living
- Static income among rising rates
- "Cliff hanger" effect of fluctuating fix rates
- Over-commitment on current lending
- Balancing higher asset value with lower capacity to repay



Part 2: Impact on Workload

- Handling cash back offers and lender changes
- Pricing fluctuations and repricing demands
- Complexity of refinances within initial two years
- Increased time allocation due to intricate assessment proposals
- Addressing reworks and changing lending appetites
- Challenges with pre-approvals' evolving amounts



In navigating this evolving landscape, strategies for proactive client engagement become pivotal. Here are three key tips to ensure sustained client satisfaction and growth in changing market dynamics:

Tip #1: Power of 45 - Connection Appointment

- ✓ Focused conversations on changing repayments and protecting clients
- ✓ Educating on changing lenders and their long-term benefits
- ✓ Aligning client wants with needs and future outcomes
- ✓ Emphasising your lending expertise and support during obstacles
- ✓ Planning for future market or circumstance changes

Tip #2: Repayments vs Rate - The Vocal Focus Point

- ✓ Emphasising understanding of manageable repayments over rates
- ✓ Exploring options and actions related to repayment structures
- ✓ Strategies for hedging and managing fluctuations

Tip #3: Client Care Proposal - Post-Settlement Engagement

- ✓ Prioritising existing client loyalty over new prospects
- ✓ Conducting regular rate reviews for competitiveness
- ✓ Outlining a referral plan and client prospecting expectations

Adapting to market shifts while maintaining exceptional service is key. These strategies ensure client engagement, growth, and ongoing satisfaction.

Remember: Exceptional service transcends market conditions.

Book a discovery call today to explore how our services can elevate your success in this evolving landscape.

BOOK A CALL

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