

Franchise to double loan writing team

by Miklos Bolza | 13 Sep 2017

Jim's Financial Services, the financial arm of the national Jim's Group, is undergoing a concerted recruitment campaign and a major rebrand of its services to encompass more than just mortgages.

The firm's finance arm currently has 15 loan writers nationally with the goal to add 15 more, said Jim's Financial Services divisional franchisor Tony Gale.

"We have a stringent recruitment process in place whereby we are actively recruiting experienced independent mortgage brokers who understand that the key to success in being a Jim's Financial Services franchisee is undertaking the brand's philosophy.

"Exceptional customer service and financial knowledge is paramount to the selection criteria as we want our franchisees to exceed our clients' expectations at all times."

Once recruited, new franchisees will undergo three days of training at the Group's training facility in Mooroolbark, Victoria. This will be followed by additional study on all products, policies and services offered through the financial arm.

Jim's Financial Services also offers brokers quality sales leads from both within and externally to the Jim's Group, Gale said.

"As the preferred supplier of finance to the Jim's Group, Jim's Financial Services has access to around 4,000 existing small businesses within the Group. Significant demand for home loans, business loans and vehicle and equipment finance already exists."



The division has also undergone a major rebrand with Jim's Financial Services relaunched as a diversified platform of financial products and services.

"We go beyond being just a mortgage broker. A Jim's Financial Services franchisee will offer a number product ranges not seen in the finance sector. Our clients don't need to go to a separate specialist for their home loan, investment property, car/equipment loan, commercial etc. They can come directly to us as we are finance specialists in all areas that operate under one umbrella," Gale said.

This point of difference means that franchisees have access to instant revenue streams through vehicle and equipment finance that cannot be found through mortgages, Gale said.

The most recent addition to the business involves the introduction of an investment property referral platform to offer clients access to buy business-to-business investment properties not available in the market.