
Franchise re-launch spells opportunity

by MPA | 11 Oct 2017

Jim's Financial Services has re-launched as a division within the Jim's Group and divisional franchisor, Tony Gale, explains the opportunities for brokers.

What are the benefits of becoming a Jim's Financial franchisee?

Access to over 4000 Jim's franchisee's nationally, local area marketing, sales leads and lead generation (internally and externally), established powerful referral networks (divisional & regional franchisors), unique product and service offerings, compelling marketing collateral, business planning and support, generous commission structure, multiple income streams (including vehicle, equipment, commercial and personal loans) state of the art software, ongoing professional training and upskilling

What is JFS's biggest point of difference among other mortgage franchisors?

With 50 divisions operating within the Jim's group, the Financial Services Division has an already ready-made "internal market" of close to 4000 franchisees with a further 900 new franchisees entering the group every year, providing thousands of finance opportunities which our Franchisees have established finance solutions. The add-on revenue streams with vehicle, equipment and commercial loan finance enables cash-flow to be instantaneous upon start-up.

Which brokers would best fit the Jim's business model?

We are looking to recruit experienced finance professionals, be it in the Mortgage or Motor Vehicle and Equipment sector, who can benefit from our lead generation and hit the ground running, earning an income from week one.

What support can brokers expect in the early days if they chose to join JFS?

We realise this is a new environment for our Finance Franchisees therefore we provide a comprehensive 60 day on boarding program which is broken up into detailed marketing and operational activities, furthermore our franchisees are supported by experienced internal staff equipped with technical knowledge to answer all relevant queries. This runs parallel to regular ongoing internal and aggregator training and upskilling sessions

What does your newly introduced investment property referral platform involve?

As part of the client interview and fact finding process our franchisees will determine the clients requirements, this may range from a purchase of an owner occupier property, refinance and debt consolidation, motor vehicle lease, to property investment and so on. Where a client has indicated an interest in property investment our franchisees will provide a financial analysis to determine serviceability and affordability and then provide an introduction to accredited property specialists to assist the clients in selecting the appropriate property. We give the customer back the savings when purchasing an investment property from our as it is a 'business to business purchase – not retail to business.