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Launch: New premium aggregator first to market with two flexible options

Successful mortgage aggregator LoanKit has just completed a ground-breaking overhaul that commenced after the purchase of its assets by Beagle Finance Pty Ltd, a subsidiary of Australia's largest independently-owned mortgage broker, Mortgage Choice.

Today LoanKit re-launched as the nation's first aggregator and mortgage services provider to offer established brokers two flexible membership options:

Option 1: Aggregation with a wide range of simple yet superior in-house resources including lead generation, commissions management, customer and referral relationship management, real time cash flow management, income forecasting, public relations, learning and development, product diversification and compliance;

Option 2: Leasing of LoanKit's technology platforms, which boast innovative, award-winning software that helps run business operations including maintaining relationships with existing and new lenders, referral partners and customers.

CEO of Mortgage Choice, Michael Russell said, "We are very pleased to launch a business with simple, tweak-able solutions that have been designed for established broker groups looking for either comprehensive aggregation, partial aggregation or simply to outsource their technology."

"LoanKit services those who are not satisfied with a one-size-fits-all philosophy. These are brokers who require superior aggregation supplied by an experienced in-house team or brokers who want technology platform support that allows them to grow their business more efficiently.

"This is the future of aggregation – flexible membership options. Australia's mortgage broking industry has not seen anything like it before. LoanKit fills a large gap in the market with a revolutionary offering that contains extensive 'value add' within one easy to use toolbox."

Head of LoanKit, Kym Rampal said, "We are proud to bring to market a highly attractive aggregation and software leasing offering that has been carefully created for brokers with a strong appetite for growth. It is purpose built to accommodate and nurture the operations of small to medium business owners wanting to elevate their and their staff's performance."

"Innovation, flexibility and simplicity... That's the genius of LoanKit."

"Anyone who is interested should drop into our stall at the MFAA Expomart in May, visit www.LoanKit.com.au or call me on 0419 428 771."

For more information or an interview, please contact:

Kristy Sheppard

Senior Corporate Affairs Manager

LoanKit and Mortgage Choice

02 8907 0502 / kristy.sheppard@mortgagechoice.com.au