

Starting in Commercial Lending

If there was ever a time for residential mortgage brokers to add a commercial arm to their business, it's now.



What exactly is commercial lending?

Commercial lending includes loans to purchase commercial property, equipment, vehicles or assets. It also includes loans to boost cash flow, fund business expansions and assist with the costs of running

a business. For the most part, commercial lending isn't too far removed from residential lending; the process and engagement between client and lender are primarily the same.

AFG

Why should you diversify through commercial lending?



Three key reasons →

1

Create a consistent stream of income for your business

Diversifying into commercial is a natural hedge to build alternative streams of income during flat periods in residential lending.

2

To fulfil a need in the market

Many business customers work directly with the major banks, where their representative may only have three or six months' experience, have a limited set of products and have thousands of SMEs in their portfolio.

3

Better serve your existing customer base

Given the sheer number of SMEs in Australia, it's highly probable you're already working with customers who own their own business. Looking for commercial opportunities within your current base can lead to new revenue sources, but also offer your customers better experience with a more complete range of lending services.

Where to next?

AFG has a range of resources to help you on your commercial lending journey.



Better Brokers guide to diversifying your business into commercial lending

Get access to easy-to-follow practical steps which will set you on the path to future proofing your income strategy.

Download →



Commercial Kickstarter course

Expand your commercial knowledge and learn the commercial lending process so that you can get the word out you're a residential AND commercial broker! Plus earn 1 CPD point on completion.

Learn more →



Personal Loans and Consumer Asset Finance Accreditation

Complete this learning pathway to help you understand the opportunities and products available for personal loans and consumer asset finance.

Learn more →



Partner Connect Commercial

The partnership with Marketplace Finance through Partner Connect provides a full-service commercial finance solution to enable AFG brokers who specialise in residential mortgages to access fast and efficient commercial lending expertise and solutions.

Register →



Business and Commercial SMART add-on

Utilise your residential database to generate leads for business and commercial finance. As an easy add-on to your core SMART package, Business SMART and Commercial SMART positions you as the business finance expert to your residential customers with an SME interest.

Learn more →



Commercial Helpdesk Resource

If you need help with a commercial deal, speak with our Commercial Helpdesk, where you can gain expert guidance to workshop deals and scenarios.

Contact us at **1800 063 210** (Option 3) or at business@afgonline.com.au

