

# Introduction

In recent years the service of providing finance and finance brokerage has undergone substantial change. This has been most noticeable in the way lenders source, approve and manage home and investment loans. This is now based on the premise that the most efficient way to manage their home loan business is through broker units – rather than bank branches.

Evidence over the course of this year suggest that this experience will continue with market share figures attributing 40% of all home loans sourced through the broker network. If the Australian market follows trends from the US and UK, this percentage will rise significantly over the coming years.

The issue for the industry is the same as for any new opportunity. That is, new players are attracted to the market in search of quick returns, but they do not have the experience or network to make it a sustainable business.

Abcorp Financial Services is different.

Abcorp is jointly owned by Mark Russell and Philip Whiteman. Combined, both Mark and Philip have over 40 years experience in the financial services industry, and it was the opportunity to involve other business partners that proved the catalyst for this business opportunity.

Abcorp currently has over \$100 million under management.