



JEFF GERRANS

Choice Home Loans Morley

I completed the MFAA Certified Mentor program because I am passionate about assisting new Mortgage Broking entrants. I want to see the industry prosper and new entrants are important. I am just under the average age for our industry and we need new brokers to take over from today's Guru's. Now that almost 50 per cent of all home loans originated come through the broker channel there is more and more brokers needed. Most brokers are talking succession plans but have no one to take over as there is little new blood around.

Until mentoring evolved, majority of training was done in house with little structure. Only 11 per cent of new brokers succeeded. That is up to 67 per cent now that a complete learning package is available via mentors!

A structured learning program with just one ingredient required - motivation.

I am 29 years in the industry, since joining NAB in 1984 where I stayed for 13 + years. I learnt from the ground up and gained extensive knowledge in banking during my time there. I now have 15 + years' experience as a broker. Self-employed, my own boss and many happy clients later it has been a great journey with over 1500 Home Loan Settlements.

Twice Choice Home Loans Customer Service Champion and Finalist, I specialise in residential, business and commercial finance for owner occupiers and investors. I look forward to assisting and mentoring new entrants' success in mortgage broking. Please call and discuss how you can become a successful Mortgage Broker.

Jeff Gerrans - The Mortgage Mentor

Choice Home Loans Morley
Suite 5, Corner Russell St and Boag Rd
Morley, WA 6062

jeff@chl.net.au

08 9375 8084 or 0400461166.

www.choicehomeloans.com.au