



Tracie Palmer

Tracie has worked in the finance industry for nearly three decades working her way through the banking industry to Manager level. With ten years experience in brokerage, Tracie has built a large data base of loyal customers.

Tracie owned one of the most successful LJ Hooker Finance Franchises in Australia. She has built a multi award winning business which is based at Eatons Hill, a northern suburb of Brisbane. Accolades include Franchise of the Year 2010, Top Financial Services Consultant in Queensland in both number of loans and dollar value on many occasions. Some of her other industry awards are mentioned below.

In 2009, Tracie embarked on a journey to develop a Mortgage Broker Coaching business. She has mentored and coached many brokers across the country. Today, Tracie continues to help other brokers to find what makes them different in their market place. One of the brokers that Tracie mentored from their first day in the industry was a finalist for Young Gun of the Year at the 2011 Australian Mortgage Awards. Another broker she coaches has been nominated for the 2011-12 MFAA Mortgage Broker of the Year. A title Tracie has personally won twice in 2008 and 2009.

She is passionate about the industry and helping other brokers to be successful too. Tracie helps to bring out the best in the brokers she mentors. She knows it takes hard work to be the best, but it's worth it! Today Tracie coaches brokers one on one and she creates and delivers training courses to bigger groups of Brokers across Australia.

Industry Awards

2008 and 2009 Mortgage and Finance Association of Australia -

2008 and 2009 Australian Mortgage Awards -

2009 Plan Australia

2006, 2007, 2008, 2010, 2011, 2012 Plan Australia

2009 Plan Australia

2007, 2008, 2009, 2010, 2011, 2012 & 2013 Plan Australia

2012 Plan Australia Queensland

2009 Nominated for the Telstra

2009 Nominated for the Australian Institute of Management

2010 LJ Hooker Finance

2009, 2010, 2011, 2012 & 2013 Quest Business Awards

2014 Australian Mortgage Awards

2014 Australian Mortgage Awards

2014 Plan Australia

2015 Better Business Awards

2015 Australian Broking Awards

2016 Better Business Awards

Mortgage Broker of the Year

Broker of the Year - Finalist

CEO Award for Excellence

Sales Masters Award

Platinum Sales Masters Award

Business Masters Award

Business of the Year Award

Young Business Woman of the Yr

Business Owner of the Year

Finance Franchise of the Year

Finalist - Professional Services

Finalist - Best Customer Service

Finalist - Best Industry Service

Winner - Hall of Fame

Winner - Best Customer Service

Winner - Best Customer Service

Winner - Best Customer Service

“Why be ordinary, when you can be extraordinary!”