

MPA

MORTGAGE PROFESSIONAL AUSTRALIA

www.brokernews.com.au

ISSUE 10.01

100



100 people most likely to impact your career

PRESIDENTIAL TALK
JOE SIRIANNI AND
PETER WHITE TELL ALL

**CHALLENGES AND
OPPORTUNITIES**
WHAT WILL 2010 BRING?

**AMA FRANCHISE OF
THE YEAR AWARD**
SMARTLINE PROFILED

Hot

MPA HOT LIST 2010

The fate of the mortgage industry is in the hands of a select few. *MPA* presents the movers and shakers of the broking world...

The most influential figures in the mortgage industry have been gathered in the pages of *MPA's* second annual Hot List.

These stalwarts represent the brightest minds in the sector. Not only have they made an impact in the months leading up to 2010, but their presence will shape the months to come.

Congratulations to this year's inductees into the Hot List 2010. We look forward to watching you over the course of the year.

SPOTLIGHT ON

NAME: **John Flavell**
TITLE: **General Manager**
ORGANISATION: **NAB Broker**

Flavell was elevated to the position of general manager of NAB Broker after the bank announced it was restructuring its personal banking division as a result of its successful acquisition of Challenger's aggregation and mortgage management arm. Flavell's new position puts him in charge of Homeside, MLC, Allianz and Vivid sections of the business. He spent much of October travelling Australia and allaying brokers' fears that brokers under NAB's new aggregation entity Advantedge wouldn't be given preferential treatment over other industry professionals. He also apologised to brokers for the "horrible" service they endured over the past year and outlined steps the bank had taken to improve its performance. Flavell's goal over the coming months is to work with brokers "as business partners" to enable them to provide a complete and broad range of financial solutions to their end customers.



NAME: **Garry Driscoll**
TITLE: **CEO**
ORGANISATION: **Mortgage Ezy**

HOT PROPS: Last year, Driscoll bought a new fishing boat, which (in his words) suited his personality - "functional, practical and gets the job done". A no-fuss entrepreneur, he's been relentlessly getting the job done at Mortgage Ezy since taking over at the helm, in spite of the way the GFC has ripped the guts out of the non-bank sector. Now, with new life being breathed into the securitisation market, the banking sector is certain to feel more of Mortgage Ezy's heat as the year progresses.



NAME: **Martin Lynch**
TITLE: **Head of Reverse Mortgages**
ORGANISATION: **Royal Bank of Scotland**

HOT PROPS: Tireless crusader for reverse mortgages (and English cricket), Lynch had a busy year last year after first being called to defend the troubles of the Royal Bank of Scotland, and then to attend to the re-branding of the product following the UK bank's earlier buying of its Dutch rival ABN AMRO. With the market steadier, we should see the demand for the reverse mortgage product increase as the year progresses.



NAME: **Steve Weston**
TITLE: **General Manager, distribution - broker platforms and lending.**
ORGANISATION: **Advantedge**

HOT PROPS: Weston is one of Advantedge's most visible and respected assets. And with the new Advantedge/NAB deal now in full swing, word is that he might soon find himself with a more high-profile position in the NAB setup - a case of Weston finding himself as a bigger fish in a bigger pond. Weston was a regular presenter at industry conferences and forums during last year, dishing out a unique brand of industry wisdom and will remain a key industry commentator in 2010.

NAME: **Glenn Goddard**
TITLE: **CEO**
ORGANISATION: **RHG**

HOT PROPS: While it may no longer be lending, brokers will be closely watching the performance of RHG (formerly known as RAMS Home Loans) in 2010. According to its 2009 annual report, the ASX-listed business lists its significant liabilities as including \$21.8m in trail commission. Goddard as chief executive officer will drive the day-to-day operations of the business with the responsibility of executing founder John Kinghorn's goal to "maximise its tangible net worth".

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NAME: **Mark Reid**
TITLE: **Head of sales and distribution**
ORGANISATION: **BankWest**

HOT PROPS: A people person well respected by the industry and his staff, Reid picked up a lot of flack at the onset of the GFC for cutting a bunch of aggregators from BankWest's panel as well as turning the tap off to brokers for its popular RateTracker product. But Reid, saying he wanted to give a better service to the people who supported the bank, has done a good job of turning the criticism around and getting BankWest back into the fray. Still, he thinks the bank can deliver its overall service better. Reid is another one to watch as the market gains momentum in the wake of the GFC.



NAME: **Brendan O'Donnell**
TITLE: **CEO**
ORGANISATION: **Choice Aggregation Services**

HOT PROPS: With a successful career as a senior banking executive in South Africa behind him, O'Donnell has transitioned well into the role vacated by Michael Russell. Despite it being a tumultuous time - ownership of the business has changed hands twice since he came on board - O'Donnell has maintained a steady grip, while getting the message across to Choice brokers about the importance of diversification. An astute lender and regular industry commentator, he is now a key executive in NAB Broker's Advantedge business.



NAME: **Barry Lambert**
TITLE: **Managing Director**
ORGANISATION: **Count Financial**

HOT PROPS: Under Lambert's management, Count has grown its stake in Mortgage Choice to not far shy of the 19.9% which would then, under ASX rules, require a mandatory takeover offer. While Lambert has stated Count is in no hurry to make an offer (a bid for Mortgage Choice was rejected in July 2008), he does believe the two businesses could work well together. That aside, Lambert is a strong supporter of the broker proposition, offering mortgage broking services to its clients via its highly successful wholesale aggregator Finconnect.



NAME: **Brad Wood**
TITLE: **Director**
ORGANISATION: **Astute**

HOT PROPS: A lifelong supporter of the North Melbourne Football Club, Wood signed an agreement with the AFL side in March 2009 to come on board as its official finance partner. Wood says the deal will help grow the Astute brand throughout the Eastern seaboard, SA and WA. For brokers, not only does it give them a whole new client base (North Melbourne supporters) to market to, but they will also have access to the leadership and mentoring skills of the management; and coaching staff at the club.