



**Professional Investment Services**

ABN 11 074 608 558 | Australian Financial Services Licence Number 234951

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## *Media Statement*

### **PLS flat out to attract brokers**

Professional Lending Services has launched a campaign to attract brokers to its ranks by offering membership on a flat rate.

Under the addition to PLS' current referral model, instead of Brokers paying a percentage of their commission to an Aggregator or Franchisor, often ranging from 5 per cent-40 per cent, brokers will pay membership of \$450 plus a software licensing fee of \$150 per month.

According to PLS Business Development Manager, Tony Pope, the move is designed to appeal to brokers hip pockets.

“This means that Brokers receive 100 per cent of their commission regardless of the amount of loans they settle each month,” he said.

He said while the new flat rate membership would not give brokers access to Professional Lending Services network of about 100 Accountancy firms and 60 Financial Adviser firms, it will enable them to align themselves with a professional organisation committed to assisting brokers in developing their business, not just “clipping the ticket”.

“Brokers will have a presence on Professional Lending Services website for free and will benefit from their new Web-Ex based on-going training and support platform,” said Mr Pope.

“This platform allows for brokers to participate in online meetings supporting voice, data and visual effects from their business base and as such will facilitate a large reduction in our carbon footprint by reducing the extensive travel requirements normally associated with a nationwide network.”

He said additional products and services would also be available, such as client databasing and contact should brokers require some back office support for a small cost and have access to PLS and Broker branded marketing material.

“This new service allows brokers a considerably more flexible business model with value added services at a lower cost.



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“Should the proposed commission reductions by the major banks go ahead, PLS sees their new model as taking on greater significance in assisting Brokers in retaining as much income as possible.”

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