

# Specialist Finance Group is pleased to offer a market-leading CRM solution for all members





#### **Summary**

We created SFGconnect to provide our members with the clear competitive advantage. It is a feature-packed solution designed to reduce broker workload, improve compliance and enable effective collaborative involvement of brokers, their staff, clients, referral and business partners during and after the loan application process.

We believe SFGconnect is the only solution in the market today ready for the digital future of mortgage broking. It is built on the latest modular technology with scalability in mind. This platform is designed for the modern broker and provides comprehensive broker tools which includes borrowing capacity calculations, product search and comparison, stamp duty and LMI calculations, along with a compliance section for compulsory (and conditional) notes and explanation.

SFGconnect also has in-built cross selling capabilities to provide brokers with the opportunity to grow their business by improving the service they offer to clients, whilst also diversifying their income streams.

Additional key features include:

- Quick tools provide clients with a quick quote on funding, maximum borrowing, product comparison or refinance analysis.
- 3rd party integrations log in once and utilise various apps to improve business efficiency and client service.
- Mobile phone app (iPhone & Android) for brokers on the move, the app allows you to track deals in real time.
- Client portal faster data collection with consumer grade fact find access and improved satisfaction from clients.



#### Message from the Managing Director

We were extremely proud to launch SFGconnect to our members in early 2018 and since then the software has been enhanced dramatically through various updates and new features. We now have 600 active users and our game-changing CRM solution is equipping brokers for the future.

The feedback we receive supports our belief that this is the premier market-leading broker software in Australia. SFGconnect keeps brokers organised, increases team collaboration, improves connection with clients, referral and business partners, and automates the loan application process.

As an aggregator determined to help brokers in their business model, we have seen our technology platform help our members navigate the ever-changing compliance landscape with ease, improve service levels for their clients, and diversify their income streams with various referral and business partners. Our brokers around Australia are gaining a competitive edge and experiencing huge gains because they are using this technology to revolutionise their businesses.

We are thrilled to announce the new release of Asset Finance Tools. This addition to SFGconnect will provide our members with full access to comprehensive asset finance tools, including direct-to-lender lodgement capability. This feature, combined with the existing CRM and marketing facilities will help brokers reach more clients than ever before.

If you want to gain the advantage, start using SFGconnect today. We offer all SFG members exclusive and practical training solutions tailored to their business goals and objectives. Contact SFG today to find out more.



William Lockett

Managing Director

Specialist Finance Group

#### Don't just take our word for it...

"As a 'one man band' operation, the ability to automate essential tasks within SFGconnect has enabled my business to function on a level that may have ordinarily required an assistant... SFGconnect is, without a doubt, the software platform that provides my business with an unfair advantage over my competitors."



**Jonathon Bowker**Principal Finance Broker

"The recent implementation of the brilliant and unparalleled aggregation software, SFGconnect, ensures my business will have the capacity to grow even further through its administrative, service and marketing tools. The ability to have interactive access to the support team 24 hours a day gives comfort that downtime is drastically minimised. Training is also easily accessible and readily available."



**David August**Finance Broker

**Peter Magoulias**Finance Broker

"Thank you for introducing this technology at an aggregator level and working to provide a class leading and innovative solution for management of our mortgage broking business."



Brett Ryan Director

"Specialist Finance Group offers a superior technology platform with valuable integrations that benefit my broking business immensely."



**Karlie Scharfenberg**Managing Director

"If you are striving to build a significant business and want an edge from a technology perspective, look no further than SFG."



**Dave Ward**Director & Founder



#### **Key Features**

Intuitive, visual system for broker and client/partner portals

Comprehensive broker tools for home loans and asset finance

Dashboards with personalised widgets

Custom branding for documents and digital communication

Task management and calendar integration

Secure client portal with consumer grade digital fact find

Video conferencing with screen share and document capture

eSignatures capability

Marketing campaign management and automation

Multiple lodgment gateways with extensive back channel messaging

Customisable quick and advanced reports

Customiseable pipeline with workflow automation features

iOS and Android applications

Open API for integrations

Advanced security features

Cross-sell capability with diversification tools

Products, servicing and funding calculations including quick tool access

Support and training (live chat, email, video, phone, in-person events)

#### **Integrations**























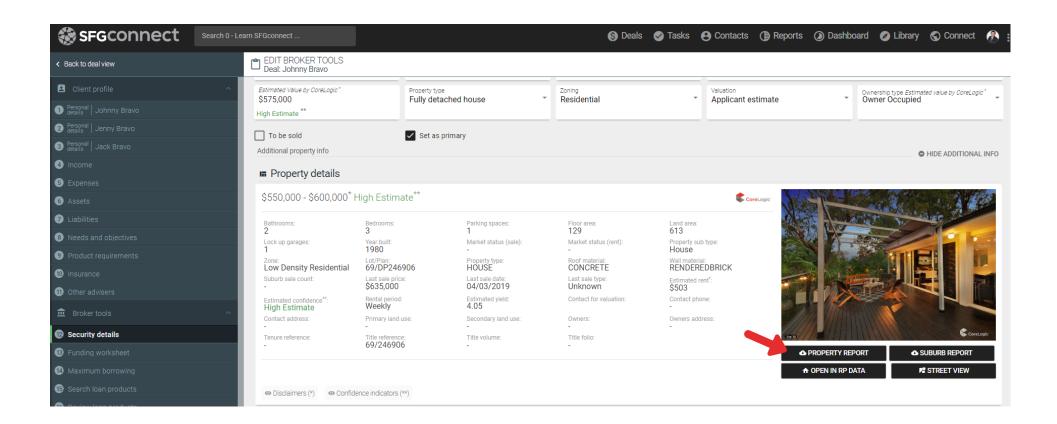






#### **Key Feature: 3rd Party Applications**

SFGconnect is continuing to expand the list of integrations available to users. Each integration is designed to be used seamlessly within SFGconnect, with only one login required. For example, property reports are available instantly via RP Data and expenses can be populated within a deal immediately with the Illion BankStatements integration.

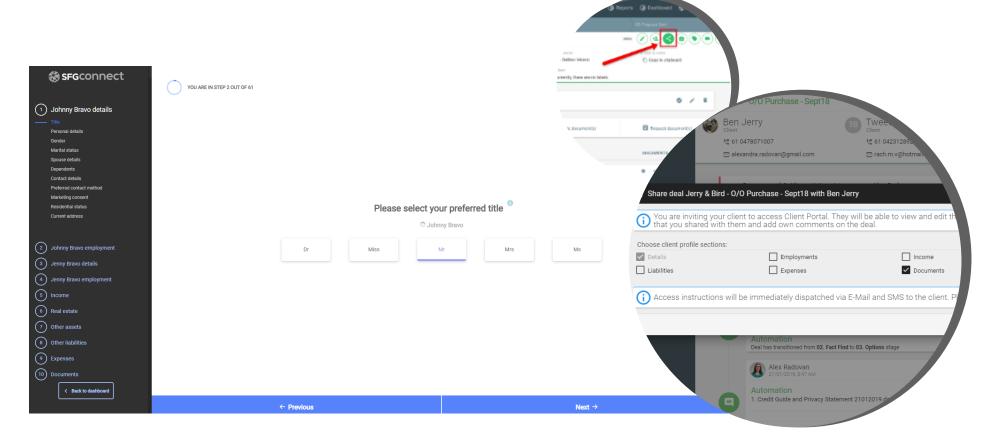


#### **Key Feature: Client Portal**

Our brand new Client Portal was just released and has been enhanced to integrate with smart phones for ease of use. Added features to Version 3.0 include simplification of the client document upload process, secure electronic recognition of the Privacy Statement and fact find form built to improve consumer satisfaction.

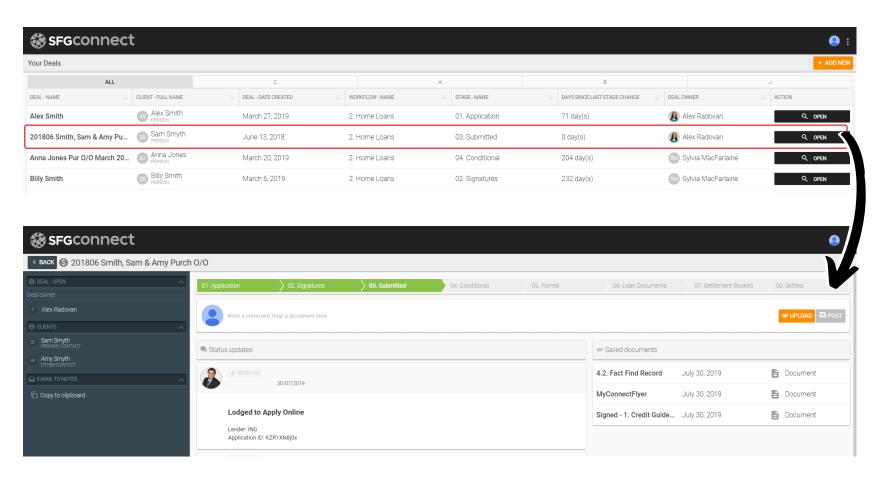
The Client Portal frees up more time for brokers by reducing data entry, eliminating stress of collecting updated

documents and improving client satisfaction.



#### **Key Feature: Partner Portal**

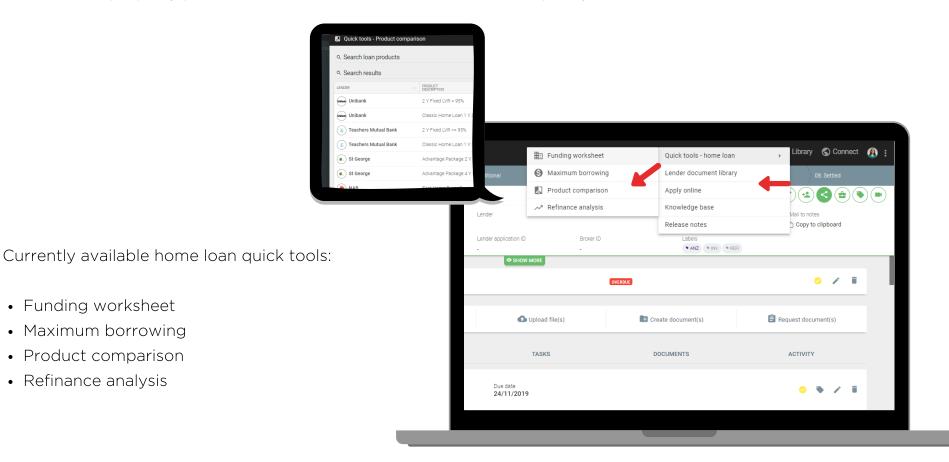
The Partner Portal provides referrer access to SFGconnect using a secure and encrypted login. The referrer can add new leads directly into the CRM for the broker and they can review the status of all current deals in the system. In addition, the referrer can view and add notes or documents to assist with the application process. The broker can keep track of how their referrers are utilising the system to ensure it remains a viable tool.





#### **Key Feature: Quick Tools**

Now brokers can access solutions quickly, before creating a new deal for a home or asset finance application. Within the library feature built into the top navigation bar, brokers can access Quick Tools. You can generate a quick response for any client without having to enter in all of their personal details. From current market interest rates to generating the loan amount for a property purchase, brokers can now find the answers quickly and with ease.



Funding worksheet

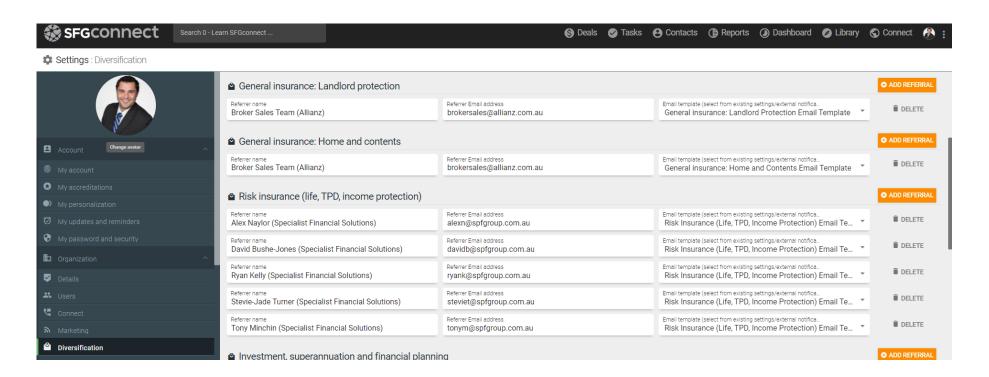
 Maximum borrowing • Product comparison

• Refinance analysis

#### **Key Feature: Diversification Opportunities**

This function allows the user to set up all of of their business referral partners in the system including contact details and specific email templates for client referrals. The broker will have the opportunity to refer during the loan application process, specifically in the 'Needs & Objectives' section in Broker Tools. Every brokerage can set up multiple referrers within the same discipline (i.e. Risk Insurance or Financial Planning).

Brokers will never need to miss an opportunity to refer within their network, providing clients with a better service and increasing business income streams through referral partnerships.

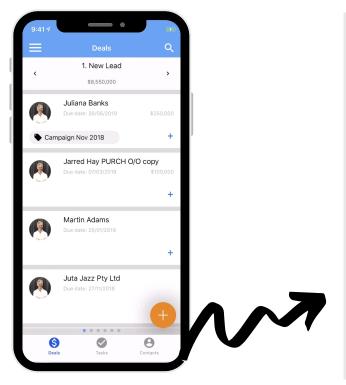


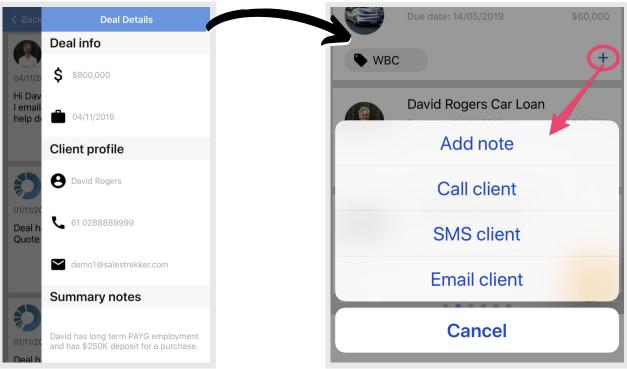


#### **Key Feature: Mobile App (iOS & Android)**

Now your business can exist anywhere, all you need is your mobile! The iOS & Android mobile apps gives you on-the-go access to your CRM system. Monitor your pipeline and track deals in real time, add tasks or notes within a deal, access contact information with ease.

The added ability of being able to communicate with your client via email, SMS or phone call directly from the mobile app is another powerful strength of SFGconnect on your mobile.





#### **Training & Support**

We offer technical support to all of our members through various channels. This includes access to our live support team within your SFGconnect account, along with individualised support and training via our software, compliance, business development and management teams.

Our dedicated SFG team, based in each of our offices around Australia, are ready to assist you meet your goals and grow your finance broking business.

Training and support options to meet your needs:

- Live chat
- Knowledge articles
- Phone calls
- Email
- Webinars
- In-person training

Additionally, we can provide specialised business training and help you customise your software solutions to suit your team and improve business processes, so that you can provide more value to more clients.

SFGconnect can be fully customised to maximise your value proposition, find out how today!



#### **NEW RELEASE:**

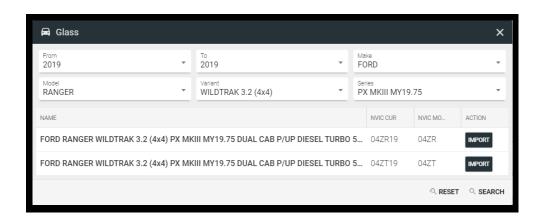
## **ASSET FINANCE TOOLS**

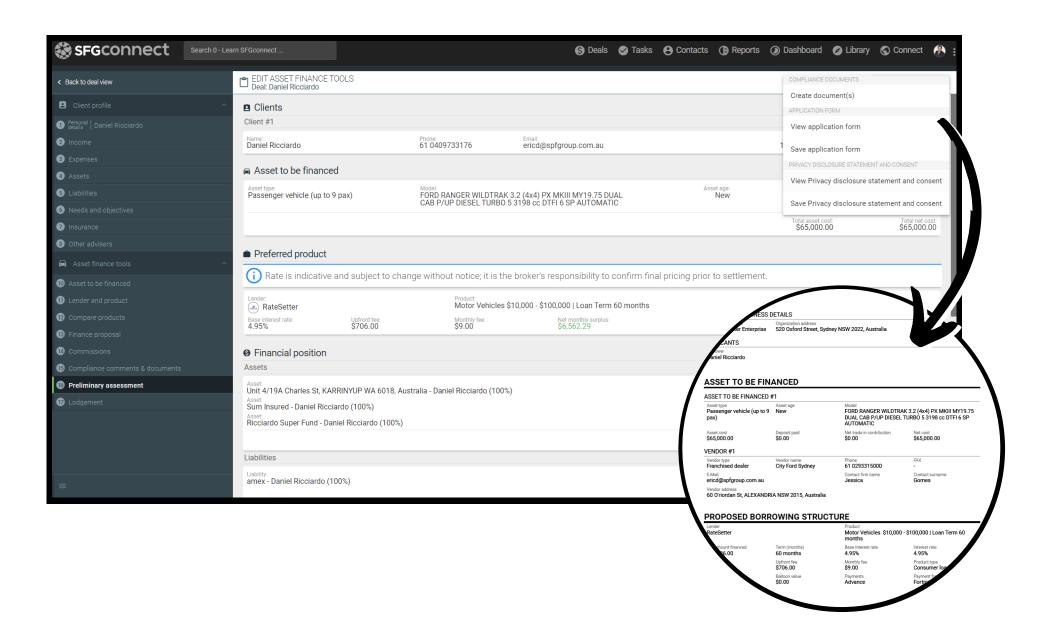
We are thrilled to announce the launch of dedicated asset finance tools for SFGconnect users, this will be a massive game-changer for SFG members. Brokers can now complete consumer and commercial asset finance deals. This all new feature is an industry-first and unmatched by any other software solution currently in the market. From lead to lender, simply use SFGconnect to diversify your income streams.

#### Key features:

- Quick quote tools
- Dedicated product search and comparison
- Process complex commercial structures
- Full broker tools with branded compliance documents
- Direct lodgment through lender gateways
- Glass's Guide integration







NOTES		

### SPECIALIST FINANCE GROUP

#### SIMPLY MORE FLEXIBLE

#### **WANT TO KNOW MORE?**

PLEASE CALL

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(Australia-wide)

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