

Brokerpedia assists leading broker to stay ahead of the field



The Finance Professional speaks with leading broker, Otto Dargan from The Home Loan Experts, about Brokerpedia and how it helps him to keep up-to-date with lender policies and write more business.

As an early adopter, Otto Dargan has been using Brokerpedia for over two years to help ensure he and his staff keep ahead of their broking peers.

"The Home Loan Experts aggregates through Connective and they introduced us to Brokerpedia. Connective piloted the resource with its brokers, and I have to admit that I was intrigued the moment I heard about it and wondered how it could help my business.

"In fact, when I first starting using the site in its infancy it was operating under the project name, OneSource. I actually suggested the name Brokerpedia, which they obviously liked and adopted.

According to Otto, Brokerpedia assists him to remain up-to-date with all the latest news from lenders, to keep on top of the ever changing lending policies, and acts as a one-stop-shop for accessing relevant forms and serviceability calculators.

"If I haven't used a particular lender for a while and I want to quickly catch up on the recent happenings with them, I simply type their name into Brokerpedia and all the latest news is presented instantaneously.

"More specifically, if I haven't used a particular lender for a while and I'm not quite sure of their policies, through Brokerpedia I can access that information in seconds.

"The ability to pinpoint specific policy criteria really comes to the fore when trying to assist a client with a tough credit scenario. There are always times when a client comes along with unique credit circumstances and there's no obvious way forward in finding a loan solution that fits. Brokerpedia is certainly in a league of its own when it comes to helping me identifying those less obvious loan options.

Otto says Brokerpedia is easy to come to grips with when starting out and brokers shouldn't be put off if they're not tech savvy.

"If you can use Google competently then you won't have any problems with Brokerpedia. It's functionality is comparable and it is very user friendly.

"There's also a series of training videos which are very helpful for the uninitiated. They provide tips and tricks for getting the most of the search engine," Otto said.

An unrecognised benefit of Brokerpedia is its function in assisting brokerages to bring staff new to the industry up-to-speed with lender policies.

"A person new to broking can be easily overwhelmed by the amount of information they need to digest and understand.

One of the first things I do when I take on a staff member new to the industry is to show them how Brokerpedia works as they can easily access all the lender information they need to undertake their job," Otto said.

"Regardless of the number of years a broker has been working in the industry, it's near impossible to keep abreast of all the information required to provide professional, timely and accurate advice to clients. This situation will only grow more complicated as we move forward and Brokerpedia will become even more relevant than it is today," Otto said.

Otto Dargan

Managing Director

The Home Loans Experts

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