

# **MFAA Certified Mentor Programme™**

## **The Complete Learning Journey**

The MFAA Certified Mentor Programme has been designed around latest industry best practice.

The Programme comprises eight (8) easy to follow Modules of structured and integrated learning with practical, clearly defined and measurable outcomes across the following Key Performance areas:

- Business Planning and Goal Setting
- Industry compliance
- Loan products, policies and structures
- Selling financial services, and
- Marketing and Business Development

The MFAA Certified Mentors that run the Programme possess a great depth of industry experience. They are professionally recognised Mentors who have been specially selected, trained and professionally recognised by the MFAA.

An overview of the Programme is detailed on the ensuing pages.

# MFAA Certified Mentor Programme™

## The Complete Learning Journey “Comprehensive Overview”

### Module 1

#### The Foundation Module

This covers the new Brokers first 3 months in the industry and builds on the skills and qualifications gained from their Certificate IV/Diploma Studies.

Initially they will obtain their industry and lender accreditations.

NCCP and other legislative acts/codes are studied, interpreted and discussed to ensure proper understanding. How to comply with the legislation when dealing with client referrers, lenders and other parties is practised. Role Plays are a key learning tool.

Broker Software practice commences as they work through 2 simple case studies and 2 lender research projects with findings tabled. This helps hone their research and oral presentation skills.

Loan scenarios and Loan Packaging examples are “workshopped” in each Session.

The Foundation Model also requires the completion of a Business Plan for the new Broker.

Business Structures, GST, BAS, book-keeping, essential business tools (*domain names, business names, cards, promotional materials*) are mapped out for them.

30 and 90 day Goals are set and reviewed monthly.

Prospecting activities to generate leads commence.

### Module 1

#### Key Elements

- > Accreditations
- > Broker Software
- > Personal Compliance
- > NCCP/ Compliance Map
- > Loan File Compliance documents
- > Serviceability and Funding Calculators
- > Comparing Loan Options
- > ANZ Case Study: Next Home Buyer
- > Bankwest Case Study: First Home Builder
- > Research Project : Fixed or Variable?
- > Research Project: Packages V Non-Packages
- > Setting up your Mortgage Broking Business
- > Business Structures
- > Tax Registrations and BAS
- > Business Planning
- > Goal Setting
- > Time Management - Ideal Week
- > Sales Checklists
- > Interview Checklists

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## The Complete Learning Journey “Comprehensive Overview”

### Module 2

#### Starting to Build a Viable Business

With the majority of accreditations secured, a documented Business Plan, clearly articulated goals and all their business tools in place, this where the new Broker really starts their business building phase.

The Loan Compliance Map is re-enforced through practice at completing theoretical NCCP and Loan Disclosure documents.

Lending to First Home Buyers, completion of FHOG application forms, qualifications, lodgement and cross-border funding are practised and researched.

2 slightly more complicated case studies and another 2 research projects are introduced to test understanding and competency of both lending and Broker software skills.

Loan scenarios and Loan Packaging examples continue to be “workshopped”.

The Sales process is broken down and practised using checklists, scripts and role plays.

Business Goals are reviewed and re-set for the next 30 and 90 days.

Activities on how to use Business Networks and Social Media to promote the business are introduced to capitalise on those prospecting activities commenced in the previous module.

### Module 2

#### Key Elements

- > Personal Compliance
- > Compliance Map
- > Loan File Compliance practice
- > Serviceability and Funding Calculators
- > Comparing Loan Options
- > Loan File Checklists
- > FHOG Compliance
- > AMP Case Study: Professionals, first baby
- > Homeside Case Study: Marital Separation
- > Research Project : Refinancing your Home Loan
- > Research Project: Line of Credit suitability
- > The Loan Application process
- > Setting up your Loan files
- > Submitting Loan Applications
- > Goal Setting (30/90 days)
- > Sales Activity Management
- > Time Management - Ideal Week/Daily Time Budget
- > Referrals from Family, Friends and Colleagues
- > Business Networking
- > Social Media Networking

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## The Complete Learning Journey “Comprehensive Overview”

### Module 3

#### The beginnings of a Loan Book

By this stage, the new Broker will likely have lodged (*if not settled*) their first loan.

The Loan Compliance Map is re-visited and dissected and against ACTUAL loan scenarios.

2 slightly more complicated case studies and another 2 research projects are introduced to test understanding and competency of both lending and Broker software skills.

Loan scenarios and Loan Packaging examples continue to be “workshopped”.

The Sales process is broken down and practised using checklists, scripts and role plays.

Business Goals are reviewed and re-set

Marketing and Business Development activities focus on HOW TO market to Real Estate Agents and their local community.

They are also taught HOW TO create Business Development Action Plans and why these tools are critical to the success of any marketing strategy.

The Risk Management Process is explored and new Broker will build their own Risk Analysis, Risk Control and Risk Treatment Plans.

### Module 3

#### Key Elements

- > Personal Compliance
- > Compliance Map
- > Loan File Compliance practice
- > Serviceability and Funding Calculators
- > Comparing Loan Options
- > Loan File Checklists
- > ME Bank Case Study: Debt Consolidation
- > Suncorp Case Study: First Home Buyers, Contract
- > Research Project : Create First Home Buyer PPT
- > Research Project: Build Employment Policy Matrix
- > Risk Management
- > Goal Setting (30/90 days)
- > Sales Activity Management
- > Time Management - Ideal Week/Daily Time Budget
- > Referral Business Compliance
- > Marketing to Real Estate Agents
- > Marketing your Local Community
- > Business Development Action Plans
- > Creating a Positive, lasting impression

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## The Complete Learning Journey “Comprehensive Overview”

### Module 4

#### The Loan Book starts to take shape

Most new Brokers should have lodged or settled at least 6 loans by this stage, so their Loan Book should be starting to take shape.

The Loan Compliance Map is re-visited and dissected against ACTUAL loan scenarios.

2 slightly more complicated case studies and another 2 research projects are introduced. **A Complex Case Study to complete their Diploma Upgrade is also assessed.**

Loan scenarios and Loan Packaging examples continue to be “workshopped”.

House/land packages, the construction process and building loans are a key focus in this Module.

The Sales process with respect to securing better referral partners is refined and practised using checklists, scripts and role plays.

Business Goals are reviewed and re-set for the next 30 and 90 days.

Marketing and Business Development activities focus on HOW Construction Loans work and HOW TO market to Builders and Property Developers.

They are also taught HOW TO to create a Sponsorship Plan for their Business and HOW sponsorship can form part of their overall marketing strategy.

### Module 4

#### Key Elements

- > Personal Compliance
- > Compliance Map
- > Loan File Compliance practice
- > Serviceability and Funding Calculators
- > Comparing Loan Options
- > Loan File Checklists
- > ANZ Case Study: Family Pledge Loan
- > Suncorp Case Study: Family Pledge Loan
- > **Complex Case Study - Diploma Level Assessment**
- > Research Project : Acceptable Guarantors
- > Research Project: Alternative Income Verification
- > Goal Setting (30/90 days)
- > Sales Activity Management
- > Time Management - Ideal Week/Daily Time Budget
- > Marketing to Builders and Property Developers
- > The Building Process
- > How Construction Loans Work
- > Sponsorship Opportunities



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## The Complete Learning Journey “Comprehensive Overview”

### Module 5

#### The Second Year begins

In this Module we introduce the different Business and Trust Structures they will likely encounter as their business matures.

Lender documentation requirements for each of the different structures are explained and mapped out.

Mentees learn how to read financial statements and how to construct residential serviceability calculations from those statements, including acceptable "add backs".

The 2 Case Studies and Research projects in this module focus on self employed borrowers.

Loan scenarios and Loan Packaging examples focus on lending to self employed borrowers. These continue to be "workshopped" and there is much practice on building servicing calculators.

Business Plans are reviewed and Business Goals for the upcoming 12 months are redefined.

CRM Best Practice is introduced and a simple Keep in Touch Programme for existing clients is designed.

Survey, email templates, scripts and other tools aid in the execution.

Asking for referrals from existing clients, capturing client testimonials, and promoting client advocacy is a key theme of this module.

### Module 5

#### Key Elements

- > Personal Compliance
- > Industry Renewal
- > Business Structures
- > Trust Structures
- > Lender Documentation Requirements
- > Understanding Financial Statements
- > Calculating Loan Affordability for Business Owners
- > Sole Trader Case Study: First Home Buyer
- > Company Case Study: Investor sale 'off market'
- > Research Project : Business Structures Q&A
- > Research Project: Trust Structures Q&A
- > Business Plan Review
- > Goal Setting (30/90 days)
- > Sales Activity Management
- > Time Management - Ideal Week/Daily Time Budget
- > CRM Best Practice
- > Simple Keep in Touch (KIT) Programme
- > Post Settlement Checklist
- > Client Surveys and Loan Reviews
- > Securing referrals from existing clients

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## The Complete Learning Journey “Comprehensive Overview”

### Module 6

#### Introducing Commercial Lending

Commercial and Asset Lending Products are introduced in Module 6.

Building on the previous module's learning, over this next 3 months, the new Broker learns how to analyse and interpret financial statements.

They learn about Ratio Analysis. What it means, what it can reveal about a business, and how key performance measures are calculated.

The 2 Case Studies and Research projects in this module focus on financial analysis and interpretation.

Loan scenarios and Loan Packaging examples during this Module focus on financial analysis, commercial lending and the various asset finance products.

Business Goals are reviewed and re-set for the next 30 and 90 days.

Marketing and Business Development activities focus on HOW TO market to Accountants and Financial Planners.

To assist with these business development activities, we work through a Joint Marketing Strategy approach so that ownership is shared amongst both Stakeholders. Templates, Checklists and other tools aid in the execution.

### Module 6

#### Key Elements

- > Personal Compliance
- > Commercial Lending Products
- > Assets Finance Products
- > Commercial Valuations
- > Lender Documentation Requirements
- > Interpreting Financial Statements
- > Ratio Analysis/Key Performance Measures
- > Citibank Case Study: Company Investor
- > Company Case Study: Financial Analysis
- > Research Project : Commercial Lending Q&A
- > Research Project: Asset Finance Q&A
- > Goal Setting (30/90 days)
- > Sales Activity Management
- > Time Management - Ideal Week/Daily Time Budget
- > Marketing to Conveyancers and Solicitors
- > Marketing to Accountants and Financial Planners
- > Joint Marketing Strategy Template

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## The Complete Learning Journey “Comprehensive Overview”

### Module 7

#### Consolidation and Growth

In this Module we look at Bridging Loans, Buying off the Plan, Deposit Bonds, Bank Guarantees and Reverse Mortgages - what they are, how they work and when they might be an appropriate client solution.

We also introduce lending to SMSFs and explain the Custodial nature of the transaction and key sections of the SIS Act that apply.

The Case Studies focus on Bridging Finance and Off the Plan financing.

Loan scenarios and Loan Packaging examples focus on these specialised loan products. These continue to be “workshopped” and specialist providers brought in where required.

Business Goals are reviewed and re-set for the next 30 and 90 days.

Consolidation and growth strategies for their business are explored including outsourcing, employing staff, sub-contractors and use of strategic alliances.

They learn how to write Position Description Statements, specific to the industry, and also learn how to design and document their Business Systems and Procedures.

### Module 7

#### Key Elements

- > Personal Compliance
- > Bridging Finance
- > Buying “off the plan”
- > The Finance Process
- > Deposit Bonds
- > Bank Guarantees
- > The SMSF Loan Process
- > The SMSF Loan Structure
- > SMSF Loan Serviceability Rules
- > Heritage Bank Case Study: Bridging Loan
- > ING Bank Case Study: Off the Plan Finance
- > Research Project : Create a Bridging Loan Matrix
- > Research Project: High Density Units and Serviced Apartments
- > Goal Setting (30/90 days)
- > Sales Activity Management
- > Time Management - Ideal Week/Daily Time Budget
- > Growing your Business
- > Hiring Staff & writing Position Description Statements
- > Documenting Systems & Procedures



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## The Complete Learning Journey “Comprehensive Overview”

### Module 8

#### The Final Module

How to apply for your Australian Credit License (ACL) forms the crux of this Final Module.

The New Broker writes their own Compliance Plan, Training Plans, IDR process and Complaints Register.

They learn about the Risk Management process in its broadest sense (*based on Australian Standards*) and then how to Identify, Analyse, Evaluate and Treat Risks in their own mortgage broking business.

They are required to write up a Risk register and Risk Treatment Plan.

ASIC's Annual Compliance Report is also explored in detail. Specifically, how it is compiled, when it is compiled and what needs to be covered in the Report.

Business Plans and Goals are reviewed for the final time with their Certified Mentor.

A FINAL Commercial Case Study completes the Programme.

### Module 8

#### Key Elements

- > Personal Compliance
- > How to Apply for your ACL
- > Your Compliance Plan
- > NCCP Compliance Checklist
- > Training & Development Plans
- > IDR/EDR Processes
- > Complaints Register
- > Managing Conflicts of Interest
- > Responsible Lending Management
- > Risk Management
- > Risk Treatment Plans
- > Risk Register
- > Annual Compliance Report to ASIC
- > Goal Setting (30/90 days)
- > Business Plan Review
- > Sales Activity Management
- > Time Management - Ideal Week/Daily Time Budget
- > Final Case Study: Commercial Loan purchase