

Be part of something big.



Your own business. Powered by our support.

- Get closer to better **quality leads**
- Increase your **business value**
- **Stand out** with your own market leading products
- Take an **innovative approach** to marketing
- Full compliance **support**
- Take part in **intensive** training and induction support
- **Be inspired** and build strong connections with great people
- Be part of a **growing network** of mortgage and real estate professionals
- Take advantage of a stable and **secure** franchise model

“

Real estate is not
just about property,
it's about people.

”

Sir Leslie Joseph Hooker
1903 – 1976

Established in 1928, the iconic LJ Hooker brand is now a global business working across 8 countries.

We've evolved during this time and now support our clients with commercial and residential real estate, project marketing, home loans, settlement, and Liveability solutions.

People will always be the prime focus of our business – our customers and business partners.

A photograph of an LJ Hooker Home Loans sign mounted on a building facade. The sign is orange and black with the LJ Hooker logo and the text 'Home Loans' in white.

LJ Hooker Home Loans

We're the brand you know and trust.

Since 1928 LJ Hooker has acquired the expertise to create the strongest name in real estate.*

We apply that knowledge to help many people both here and overseas finance their property portfolios.

And now, we're a fast growing home loans brand within Australia.

*Top 5 brands, all mentions. Newspoll 2013 Real Estate Brand Track conducted in all mainland capital cities plus Gold Coast, North Queensland, ACT and TAS. © LJ Hooker Limited.

The LJ Hooker Home Loans logo, featuring the LJ Hooker logo in a black box and the text 'Home Loans' in an orange box.

LJ Hooker Home Loans

Your business. Our support.

As you focus on growing sales volumes, your team, and your business asset, we're right beside you where you need us.

You and your team are the local area lending specialists, servicing your real estate and outside referral partners, and the community.

Stand out in the market with an iconic Australian brand.



You're more than a mortgage broker.

You offer the traditional services of mortgage broking, but with greater benefits.

Our difference is combining knowledge on lending products and property to provide your clients with a **one-stop shop**. As a team of experts across real estate and property lending, you work together to support the community in a way no mortgage brokerage or bank can.



Be part of something big.

The LJ Hooker Group continues to grow.

You'll be part of a network of mortgage and real estate professionals, and will thrive and learn in a positive and energetic environment. Enjoy a culture built on performance and extraordinary experiences. Be inspired and build strong connections with great people.

As an attraction brand, LJ Hooker gives you the ability to recruit the very best talent into your business. Your team can enjoy success with global study tours and other incentive based rewards.

Your brand. Your product.

With access to our unique branded product suite, you have an edge in today's competitive market.

Your business has funding stability with a product platform powered by two of Australia's largest banks – National Australia Bank and Macquarie Bank. Share in pooled funding pricing, progressive lending policies and consistent service standards.

On the ground you have access to BDMs who understand your business.

Stand out with exclusive mortgage products.



Get closer to better quality leads.

Go beyond a referral arrangement. Create a partnership with the strongest name in Australian real estate.

Our business model helps you create stronger and deeper relationships with a substantial lead source. Access better quality leads, and a wide network of investors via our property management network.

Stand out in your local area and with referral partners using one of Australia's leading brands. Our local area marketing and PR support help drive even greater opportunities.

Increase the value of your business asset.

Our large geographic regions provide you with more leads and greater scope to grow your team and build a real business. Combine that with a trusted brand and our successful DNA in franchising, to build a very saleable asset.

Learn the strategies that will help you build strong ongoing trail income using your own branded mortgages.

It's your business and creating future value is crucial.

Cutting edge marketing and technology support.

Share in our strategic aggregator relationship and enjoy better commission splits to help drive your bottom line. Access award winning CRM and lodgement tools with tailored training support.

Our state of the art HUB system provides a world of marketing material at your fingertips. Combine this with digital marketing solutions and professional PR and campaign support.

You also enjoy full shop front set up support including marketing fit out.



The right training and compliance support.

We offer a full credit representative model that also caters for ACL holders. You focus on sales and business growth, as we support you with training and compliance support – vital as your team grows.

Our tailored on boarding process makes business set up easy – so you can concentrate on building relationships.

Assistance with marketing plans, recruitment, and a full real estate introduction means your business is up and running fast!

You always have strong people behind you.

Our model provides strong, capable support in the areas of business planning, financial performance analysis and effective succession planning.

We deliver wider market perspectives on trends and cutting edge thinking. You also learn from successful peers within the LJ Hooker group.

LJ Hooker offers the investment potential to ensure your business stays in front of the market.

Achieve goals you never thought possible.

With trail payments and the future value of your business in safe hands, your team concentrates on delivering the highest possible service in the local market.

Be part of a stable and secure franchise model and take your business to levels you never dreamed possible.

You'll be proud of the business you build with LJ Hooker Home Loans.

LJ Hooker Home Loans

**Your FREE online
property library to
connect with more
people 24 x 7!**



Thousands
of **Articles**



myMarket
Reports



LjHabitat
Magazine



eBooks &
Checklists



Infographics



Monthly
eNewsletters



Local and
National
"Special Offers"

**Generate
and
Nurture
Leads**



**Local
Home Loans
Expert**



Promote yourself locally 24x7

www.myljhooker.com.au

You'll be supporting local communities.

Whether it's on the other side of the street or on the other side of the world, we have a long history of giving back to community.

- **Over \$3.5 million** raised for the Cystic Fibrosis Research Fund
- **Over \$1 million** raised for SIDS (Sudden Infant Death Syndrome) Research
- **Over \$80,000** raised to assist the Australian Red Cross 2009 Victorian Bushfire Appeal
- **Over \$56,000** raised for the 2011 Queensland Floods

Plus we continue to support initiatives such as Hooker House, Kids to Coast and local sporting sponsorships



Let's talk.

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