COMMERCIAL FINANCE LAUNCH PROGRAMME · DECIDE WHAT YOU BROKER AND HOW YOU REACH LENDERS

# What I broker: product and route worksheet

A grid that turns "commercial finance broker" into a concrete product set and how you reach a lender for each.

## 01 Your product lines

For each, decide whether you broker it at launch or refer it out, and how you reach the lender.

**Business loans: broker or refer? How do you reach the lender?**

**Asset finance: broker or refer? How?**

**Invoice finance: broker or refer? How?**

**Commercial mortgages: broker or refer? How?**

**Bridging: broker or refer? How?**

**Development finance: broker or refer? How?**

## 02 Your route to lenders

**Whole-of-market, a defined panel, or via a packager or master broker?**

PREFER THIS DONE FOR YOU?

**Ready to build the brand around what you broker?**

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Talk to us

## 03 Your statement

**Write your "what we do and what we refer" paragraph.**

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