



19 September 2007

### DATA IS DOLLARS (3)

G'day there

I was reading in a real estate publication today, figures issued by the MFAA (Mortgage Funds Association of Australia) and they show that "the public's preference" for whom to approach about housing finance is:-

- 41.5% - mortgage brokers
- 37.2% - Banks
- 10.3% - non-bank suppliers (solicitors, accountants etc)
- 8.5% - Credit Unions
- 2.5% - Building Societies

One of the very strong points I try and make in our *From Signup to Sale* One Day Course is not only how vital a well worked and constantly expanding database is but just how important your "financial" segment of that is as well.

The figures above prove my point that "you" should have on your database every Bank, Accountant/Accountancy firm, Solicitor, Mortgage Broker etc in your market area.

Why?

Because, as they show, they are where people go to borrow money and yet the greater percentage of agents do not have them on any sort of database, and then have the temerity to whinge that "there aren't any buyers around".

Maybe it could partly be that those who are loaning the money (and making a profit in doing so) don't know you have them for sale!

*He who has something to sell should never whisper down a well!*

Are you over the well now?

Carpe diem

Tony

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