

MEDIA RELEASE
5 October 2011

LJ Hooker Finance signs with AFG & PLAN

LJ Hooker Finance has signed an aggregation agreement with Australia's largest mortgage aggregator, Australian Finance Group (AFG).

The move complements LJ Hooker Finance's renewal of its continued long term agreement with mortgage aggregator PLAN Australia and is designed to provide LJ Hooker Finance with the ability to enhance its reach into every state and territory, including the AFG broker network.

LJ Hooker Finance is a division of trusted real estate brand, LJ Hooker, the only real estate agency to offer its own brand of home finance.

Peter Bromley, LJ Hooker, Head of Finance said to be competitive brokers need to have access to the best range of products and services.

"The decision by AFG and PLAN to concurrently support LJ Hooker Finance indicates that the Australian lending landscape is maturing and embracing a new era of competitive lending.

"Brokers can now join LJ Hooker Finance, whether they are an affiliate with PLAN Australia or AFG. This will significantly support and galvanise LJ Hooker Finance's growth strategies," continues Mr Bromley.

LJ Hooker Finance's own broker network has been growing steadily throughout 2011, increasing by 15 per cent in July and August alone.

"The overarching strategy for LJ Hooker Finance is to ensure that there is a broker aligned with each of LJ Hooker's over 550 real estate offices around Australia," continues Mr Bromley.

Mark Hewitt, AFG General Manager said the aggregator is delighted to be working with LJ Hooker Finance.

"To be selected as a preferred partner by an organisation of the reputation and professionalism of LJ Hooker Finance is a strong endorsement of our service offering. We are very much looking forward to helping LJ Hooker Finance achieve its growth goals," says Mr Hewitt.

Trevor Scott, PLAN Australia CEO said LJ Hooker Finance and PLAN Australia enjoy an excellent partnership which has seen both businesses enjoy solid growth over a long term.

"As consumers embrace the move to a licensed industry, we expect increased consumer support of mortgage broking will deliver strong growth to recognised brands such as LJ Hooker Finance. PLAN Australia is happy to support LJ Hooker Finance in capitalising on this growth," says Mr Scott.

Over the last 12 months LJ Hooker Finance has refined its offering to ensure that it can provide unique products, including its Classic Home Loan range and competitive rates.

"LJ Hooker Finance has laid the foundations to successfully support responsible lending and the growth of its broker network. We are delighted to be working with two great industry leaders with AFG and PLAN," concluded Mr Bromley.

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To arrange an interview with Peter Bromley, general manager LJ Hooker Finance, or for further information, please contact:

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About LJ Hooker Finance

LJ Hooker Finance is a division of trusted real estate brand LJ Hooker; the only real estate agency to offer its own brand of home loan finance. Established in 2005, LJ Hooker Finance is experienced in the non-bank mortgage market, with access to 20 lenders and over 300 loan products. LJ Hooker Finance has a national network of brokers.