Nomination: 18080

### Ruan Burger

### **Page: General Information**

### Name of Organization / Company

Success and Broker

#### Logo

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### **Web Site Address**

https://successandbroker.com.au/ (https://successandbroker.com.au/)

### **Page: Entry Information**

# **Entry Title**

Ruan Burger

### Category

X01 - X09 - Individual Professionals > X07. Most Innovative Mentor of the Year

### **Submission Format**

An Essay of up to 625 Words

## Essay

Before founding Success & Broker as an industry-leading Sales and Performance Coach, I was an MPA Top 100 broker who successfully built two broking businesses in Queensland with a combined loan book value of \$1.5 billion.

I wrote my last deal in October 2020 and exited my business in March 2021, eager for a new challenge. Soon after, AFG invited me to travel around the country and perform two-hour 'helicopter reviews' on their brokers' businesses. These became my signature 'State of Play' sessions, which set me on a path to establish Success & Broker in October 2021. My innovative achievements since then include:

With countless technological innovations competing for brokers' attention, my point of difference is to focus on HUMAN INNOVATION. I believe in helping brokers unlock 'a better you', as harnessing what's innate to each individual is much more powerful and long-lasting than any third-party tool.

While other coaches start with mindset or process, I focus first on PERFORMANCE and PEOPLE. The key question I ask a new mentee is, "Where do you want to be in five years?" I need to know a broker's WHY, so that their HOW and WHEN have a purpose. Success is different for everyone, but activities are the same. For example, lead flow is a top priority for any broker - without clients, a perfect process only goes so far.

I offer two distinct programs, Pathway to Broker Growth and the Proventus Program, so I can tailor my coaching accordingly. For example, I mentored a broker in my Pathway program to dramatically reduce her time spent on pre-qualification calls and reduce her outsourcing costs. As a result, she grew from writing \$1.4 million on average each month to over \$4.5 million.

Brokers have embraced my innovative 'State of Play' sessions, which assess their 'Why, How and When' and leave them with thought-provoking points for growth. I've now received over 150 glowing Google reviews from brokers whose businesses have measurably improved as a result of these sessions; e.g. "Ruan's excellent advice has allowed me to rethink the way I have been operating my business and challenge old beliefs." I've also run successful 'Grow With The Flow' (see attached) sessions for Vision Aggregation, MFAA and SFG, and will present a keynote at the 2023 Finsure National Summit in Fiji.

I've built a first-of-its-kind 'Broker Journal' platform for brokers' ongoing development. Over 300 brokers have now signed up to this comprehensive 52-week program, which is accredited for 30 CPD points with both the MFAA and FBAA. I add further value for brokers through my LVR Podcast, co-hosted by Marissa Schulze, which has 5,000 downloads to date.

I conduct Corporate Broker Success sessions to help larger brokerages (including Shore Financial, Infinity and UFinancial) invest back in their teams through a cohort model and highly focused in-person/Teams sessions. I pitch these sessions as a gym membership for finance professionals - with me as a personal trainer. I've also innovated by sharing insights with the real estate sector, e.g. following a 'Dreamers and Doers' session for Freedom Property in Brisbane, Harcourts Solutions contacted me to do the same.

As part of my focus on HUMAN INNOVATION, I coach brokers on the value of Emotional Intelligence vs. Artificial Intelligence. Without human connection, there is no lead flow! I coach brokers on persuasive language and how to leave clients with a lasting impression after every interaction, as they'll tell family and friends how their broker makes them FEEL.

Since October 2021, I've developed a number of proprietary resources for brokers (see attached) that are original and innovative in the coaching space. I also send brokers a weekly insight to spark their inspiration and maintain vital connections, which reflects my human-centred approach.

### For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

## Credits

### Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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## File 10

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