

Nomination: 19802

Eminence Finance Group

Page: General Information
Name of Organization / Company Eminence Finance Group
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Web Site Address https://www.eminencefg.com.au/ (https://www.eminencefg.com.au/)
Page: Entry Information
Entry Title Eminence Finance Group
Category B01 - B12 - Award for Excellence in Corporate Innovation > B03A. Award for Excellence in Innovation in Financial Industries - Up to 20 Employees
Submission Format An Essay of up to 625 Words

Essay

The Australian mortgage industry is undergoing a period of significant transformation. While mortgage brokers are responsible for over 70% of Australia's mortgages and enjoy high levels of client trust, the industry faces challenges. Mass layoffs, the rise of impersonal digital communication, and the increasing reliance on technology in the lending process threaten to erode the personalised service that clients value. Eminence Finance Group (EFG) stands out with its innovative approach of proactive client care, addressing the growing need for a human-centric, stress-free mortgage experience.

EFG's proactive approach is a direct response to the industry's challenges. Recognising that even though technology plays an increasingly important role in the lending process, clients desire tailored service and clear communication that removes delays and frustrations.

EFG's innovative model is delivered through an experienced customer focused approach including:

Proactively ensures clients are fully informed and involved throughout the process through clear and concise communication.
All necessary information is provided upfront to eliminate confusion and delays.

No document is ever requested twice, saving clients valuable time and streamlining the process.

Understanding the importance of timely action in the fast-moving property market to ensure clients receive prompt responses to their inquiries.

Personalised strategic advice and solutions tailored to suit clients specific needs and goals.

A rigorous process ensures clients receive unbiased advice, free from the influence of lender incentives or personal sentiments.
Maintaining a deep understanding of the latest lender policies and eligibility criteria to provide clients with the most suitable options.

EFG's commitment to proactive client care is exemplified by their handling of a client referral who faced a tight deadline for a property auction. Recognising the urgency, Sab personally visited the client, prepared with the necessary documents, guided them through the digital signing process, and lodged the application for pre-approval and finance within 24 hours. The client successfully purchased the property at auction, a testament to EFG's ability to deliver exceptional service even under pressure. This positive experience led to three further property acquisitions through EFG, highlighting the value of exceeding client expectations.

EFG's dedication to building long-term relationships is evident in their approach to client acquisition. Rather than competing solely on interest rates, EFG focuses on understanding each client's unique needs and goals. This is illustrated by the onboarding of a client with a portfolio of eight properties who chose EFG over their existing bank due to the company's proactive service model and ability to offer personalized solutions. This case study demonstrates EFG's commitment to building trust and providing long-term value, even when it means forgoing quick wins.

EFG's innovative approach has resulted in exceptional client satisfaction and loyalty, bucking the industry trend towards impersonal service. This is evidenced by their impressive achievements:

98% client retention rate: This demonstrates the strong relationships EFG builds with its clients.
Significant portfolio growth: EFG's client base and portfolio value have grown rapidly, indicating the high demand for their services.

Positive client testimonials: EFG consistently receives positive feedback from clients who appreciate their proactive and personalized approach.

Key Achievements:

Launched in February 2023 with zero clients.

By October 2024, has 174 settled clients with a book value of \$91 million.

Overall portfolio growth of 217%.

Pipeline of 204 clients with a potential value of \$103 million.

Finalist in the AFG Awards for Broker of the Year in its first year of operation.

Listed in the top 50 brokers in Victoria, amongst 1200 in the region.

For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

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.

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

File 1

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File 2

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Do You Have Website URLs you would like to link to

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