



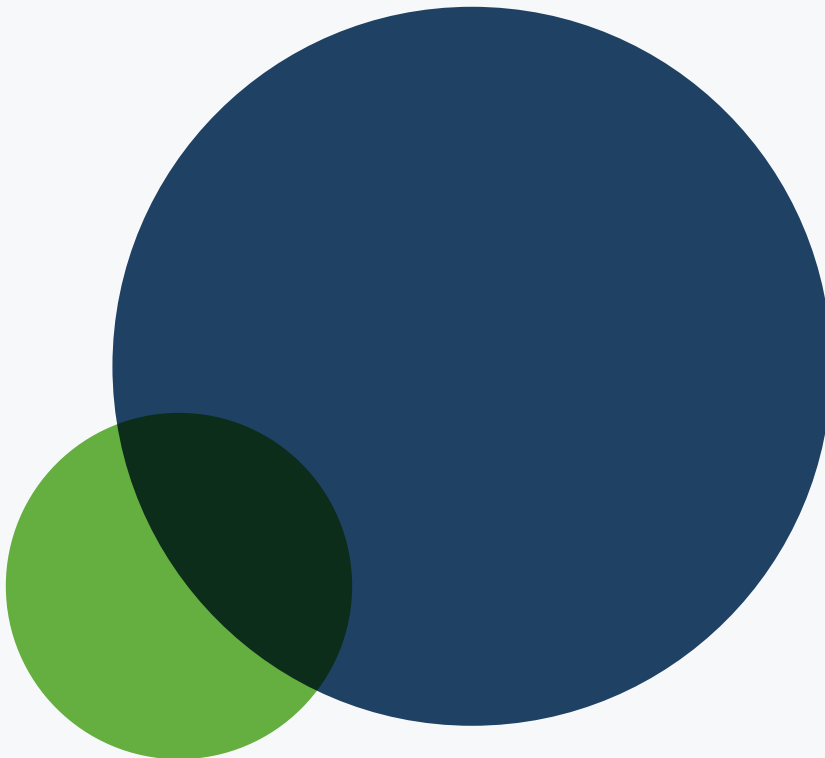
Empower your potential with **Connective Asset Finance**





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A message from the Head of Commercial and Asset Finance

**Tailored support. Diverse lender panel.
No lock-in contracts.**

At Connective Asset Finance, we understand what is needed for your brokerage to achieve long term success.

You need access to the right tools, the right lenders, and the flexibility to run your business on your terms. We're here to support you every step of the way and ensure the best outcome for your clients.

Our mission is to work with our members to build agile, resilient, customer-focused finance broking businesses with unlimited profit potential and to support innovative, forward thinking brokers who help their clients use credit wisely and creatively, to reach their personal and business goals.

To achieve these objectives, we provide tailored, individual support from our expert team of Business Development Managers and Partnership Managers. Our team are always on hand to provide the guidance and support you need, no matter what kind of business model you operate. We give you access to a diverse lender panel so you can offer your clients more choice. You get to enjoy full commissions paid daily, no additional fees and no lock in contracts.

When you join Connective Asset Finance we work with you in a true partnership. You can work the way you want to and access the support you need from experienced industry experts who will set your business up for long-term success..

This is the way to get things done—and get them done right. At Connective Asset Finance, we will help you keep your client at the heart of everything you do and maximise every opportunity to thrive.

That's a promise.

Brent Starrenburg
Head of Commercial and Asset Finance





Our promise to you

We partner with our brokers, our industry and our stakeholders to deliver shared success—whatever that looks like for every player.

- Our partnerships will always be fair, transparent and tailored.
- We will power your success by providing the support that you need, when you need it.
- We will always have our members' backs.

We will partner with you to achieve success your way

We understand that your business is unique and no one knows your clients better than you, so we focus on supporting you to grow your business in the way that makes sense for you. Our team have extensive knowledge of industry best practices, and they're on hand to offer tailored support and guidance, whenever you need it.

We will earn your trust

Trust is a precious commodity in our industry. Your clients place trust in you as their broker and we understand that you need to be able to trust your aggregator as well. That's why we're focused on earning the trust of all our brokers through fairness, reliability, flexibility and transparent relationships.

We will lead the transformation of our industry

Our industry is constantly changing and as an aggregator representing our members, we have a responsibility to help shape and future-proof our industry to create a fairer market for all. We pledge to use our voice and influence to advocate for you as the asset finance industry grows and changes.



Our services

The aggregator committed to your success

When you partner with Connective Asset Finance, you get access to all the benefits of an aggregator without having to compromise your commissions or the way you work. From our extensive panel of lenders to our truly personalised support services, we're committed to helping you grow your business, in whatever way works best for you.



Fair agreements, commissions paid daily

You've worked hard for your profits and you deserve to be rewarded. If you have your own credit licence, you'll pay zero fees to partner with us. We'll pay your commissions daily and won't take a cut of your earnings. Plus, we don't restrict you with lock-in contracts—you're free to leave at any time without penalty.



Expert support at every level

Our people are the key to our success—and yours. When you partner with Connective Asset Finance, you will have the support of a dedicated Business Development Manager (BDM) and Partnership Manager. With industry experience spanning all areas of asset finance broking from product and policy right through to fraud prevention, compliance and risk management, our BDMs are dedicated to providing the support you need, when you need it.



Over 40 leading lenders

When you partner with us, you get access to over 40 leading lenders, meaning you can offer greater choice and more diverse options to your clients.



Professional development to take your career forward

Grow your skills and knowledge with our calendar of tailored professional development events. Our award-winning Learning and Development Program connects you with thought leaders and business experts and supports your professional growth, putting you in a unique position to support your clients in an increasingly complex financial environment.



Mercury Nexus, our award-winning technology

Streamline loan approvals with Financeable and our award-winning platform, Mercury Nexus. Manage quotes, capture leads, and explore lender options all-in-one place, saving you considerable time on admin.



Our products

Supporting you to grow your business, your way



Make the most of every client with our marketing tools

Keep your clients engaged with simple yet sophisticated marketing campaigns. Send targeted email campaigns, nurture clients and track performance, all in one easy-to-use tool. Our Digital Marketing Hub works seamlessly with Mercury Nexus, so you can deliver targeted marketing campaigns to your clients, wherever they are in their financial journey.



Expand your reach with a professional website

Get a website up and running quickly with our cost-effective My Website service. Choose from a range of designs, integrate loan calculators and customise content based on your clients' needs. Plus, leads captured through your website will feed directly into our Mercury Nexus CRM, so you'll never miss an opportunity.



Starting my own brokerage was one of the scariest (and most exciting) things I've ever done. It felt like such a huge leap, but from the very beginning, I never felt alone. The Connective team has been there every step of the way.

They've been the ones I call when I need to talk through a tricky scenario, they're cheering me on when I doubt myself, and connecting me with the right people at just the right time.

— **Corina Benzanson, Clear Asset Finance**



Working with Connective Asset Finance means we can focus on service – understanding what the customers need – and save a lot of time and hassle delivering it.

— **John Ryan, Transport Finance**





Mercury Nexus: our award-winning business platform

Packed with a suite of purpose-built broker tools

The broking industry is always changing and to succeed you need a way to maximise efficiency without compromising on the personalised customer service your clients expect.

Enter Mercury Nexus, our award-winning business platform. Mercury Nexus empowers you to work smarter and do more with your business. It is made up of a suite of applications that flow seamlessly together that will reduce your administrative workload so you can spend more time servicing clients, building relationships and growing your business.



**Compliance
made easy**



**Manage your
commissions
simply**



**Optimise your
opportunity
pipeline**



**Marketing
campaigns**

**Book a demo to see Mercury
Nexus and Financeable in action.**

Book your free Mercury Nexus demo



What I believe sets Connective apart from all the others is their IT Platform, Mercury. Mercury is a fantastic system that really supports my business. It allows me to do everything I need by just using one system. Mercury is constantly evolving and now also allows other programs to work in conjunction with it, enhancing its functionality even more.

— Catherine Brown, Activ8 Finance





Our learning and development program

Build your skills and knowledge with our extensive professional development program

Our award-winning Learning and Development program has been designed to cater for a rapidly changing environment and to deliver timely content to our members. We know that quality learning experiences produce industry-leading professionals. That's why we are constantly adapting the learning opportunities we provide. Our national education program consists of:

- product, policy and regulatory updates
- strategic business education
- a range of professional development opportunities to equip you to grow your business and service your clients



The entire team at Connective Asset Finance are there to provide support and they get back to me right away when I need anything. I'm also impressed by the events and training on offer—they're all very good. Right for my kind of business and in line with my goals.

— **Josh Ugo, Finicky Finance**



Connective assists me greatly by inviting me to PD days, I get invited to the conference of which I got so much information and support out of. They had female presenters at the conference which is great. Usually when you go to a finance conference, it's dominated by male speakers and we had a couple of women there who were fantastic.

— **Giulia Pollizi, Acceptance Finance**





Our membership options

Membership agreements designed for your benefit

Full commissions, paid daily

When you partner with us, you'll enjoy daily commission payments and we won't take a cut.

No lock-in contracts

We don't restrict you with handcuff agreements or lock-in contracts, and you can leave at any time without penalty.

Pay no fees if you have your own licence

If you have your own credit licence, you'll pay no fees for your membership.

No licence? You can use ours.

If you need an Australian credit licence, you can become a credit representative under our licence for a small monthly fee.

The freedom to do it your way

We don't restrict you with handcuff agreements or lock-in contracts. You're free to work in whatever way is best for you and your business. If you have your own credit licence, you can do business with our lender panel, maintain direct relationships with other lenders, or a combination of both. Your success is our success—however you choose to run your business.



Our awards

Recognition from the industry's most prestigious awards

Our members' success is our success - industry awards are just the icing on the cake. We're proud to have won numerous awards over the years that celebrate the quality, innovation, and service we're proud to deliver. Here are just a few highlights

Aggregator of the Year 2021

Each year, Commercial and Asset Finance Brokers Association of Australia (CAFBA) celebrate excellence, dedication, and innovation in the industry. In 2021, we were proudly named Aggregator of the Year!



Industry-leading support for every part of your business

In 2024, we won the MFAA Professional Development Award for our tailored, comprehensive learning and development program, which ensures our members remain at the forefront of the industry.

Award-winning software and IT/CRM support

Our business platform, Mercury Nexus, has been recognised and awarded for the improvements it brings to our members' businesses, taking home the Technology Platform of the Year award at the 2018 Australian Broker Awards. We're also proud to have taken home a Bronze medal in IT and CRM Support in MPA's 2019 and 2020 Brokers on Aggregators survey.

We're incredibly proud of these achievements, and with each new award, we feel more inspired to provide exceptional service and support for our brokers.



Join Australia's leading aggregator

When you join Connective Asset Finance, you're getting a true business finance partner, dedicated to helping you succeed with customised asset finance solutions.



Connective Broker Services Pty Ltd ACN 161 731 111

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