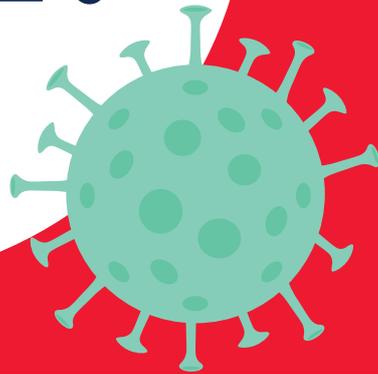


**Call Your
Broker!**

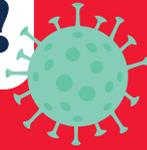


Blueprint

*A customer support strategy, laid out
with simple step-by-step directions.*



This blueprint is part of FBAA's Broker Support Program, and offers a proactive approach to servicing your customers during the COVID-19 pandemic and changed economy. We know every broker is different, so please adapt this blueprint if you see fit.



INITIAL PHASE

Make initial contact by email, to ensure your clients know to call their broker with any concerns surrounding existing loans.

1. Contact all clients via email

If you haven't already, send an email to your client database letting them know you are here to support them. In this initial email, remind your clients that you are their first point of contact for their loans, emphasising the message 'Call Your Broker'.

2. Prepare for client conversations

Review each client's file in preparation for calling clients, and note:

Employed Clients

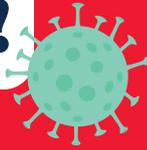
- Are they employed and what industry are they currently working in?
- Does it look like COVID-19 will affect their income situation in the near future?
- Review budget - assets and liabilities.
- What loan type do they have - fixed or variable or both?
- Does the lender currently have any assistance on offer that they could be eligible for either now or in the future should their circumstances change?

Self Employed Clients

- Is the business small to medium in size?
- Do they employ any staff?
- Does it look like COVID-19 will affect their business income in the near future?
- What loan type do they have - fixed or variable?
- Does the lender currently have any assistance on offer that they could be eligible for either now or in the future?
- Do you think they may be eligible for some of the incentives offered through the Government stimulus package?

Review all files and ensure they are 100% up to date and compliant. This is important if the business needs to go in to bat for the client at some stage in the future.

Ring the Bank BDMs and find out what each lender is offering at times of hardship and any little things that might be beneficial for a client.



CONTACT PHASE

To support your clients through this and reinforce the broker-client bond, talk to each of your clients personally.

3. Call the client

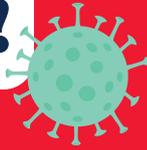
Aim to call five clients per day. Having meaningful conversations with your clients is as much about talking as it is about listening.

Employed Clients

- Ask how they are going – listen to what they have to say.
- Enquire if they feel the COVID-19 will affect their income situation in the near future?
- Run through their current situation as outlined in their file.
- Ask if anything has changed since you last spoke to them.
- If the client feels the situation is alright and they are not concerned:
 - Inform them you will contact the bank and see if you can get a better deal for them on their current interest rate.
 - Inform them you will keep them up to date of any changes implemented by their bank or the Australian government that would be beneficial to them.

Self Employed

- Ask how they are going – listen to what they have to say.
- Enquire if they feel the COVID-19 will affect their business income in the near future?
- Run through the current situation as outlined in their file.
- Ask if anything has changed since you last spoke to them.
- Remind them of the Government stimulus package announced on March 12, 2020, which includes:
 - Cash flow payment for employers
 - Wage subsidy for apprentices and trainees
 - Increase in the instant asset write off threshold
 - Accelerated depreciation for investments
 - Tax relief through the ATO
- If they feel they are eligible for one or some of the options, ask if they would like to be kept informed of Government Updates – add them to your mailout list if you have one and intend to communicate throughout this evolving situation.
- Always advise them to speak to their accountant for further details.



ACTION PHASE

4. Call the client's **bank** and ask for a review of their current interest rate.
5. Call the client and follow with an email of the discount received on their home loan and reminding them "call us first".

Go the extra mile

Deliver your customers the best, most proactive and effective service you can during this time of uncertainty. If you have support staff, enlist their help.

- Use a spreadsheet to track all discounts for client database. This will allow you to put a dollar figure on the total savings you have achieved for your clients, and communicate that in future. Eg. In the last 3 months [your brokerage] has saved its clients over \$1m.
- Make telephone appointments for clients who you feel need more time to be comfortable with their future situation.
- Provide additional information and your list of preferred suppliers to clients needing assistance finding:
 - Accountants
 - Solicitors
 - Insurance providers - PI cover, home & contents, etc.
 - Building & Pest inspectors