



**BELIEVE IT:** Could the future success of the financial planning and mortgage broking industries depend on the special skills of female workers?

PHOTO: NICHOLAS FALCONER/189818

# Who would have thought?

## Women are the future of the financial industry

**T**HE future face of the financial industry has decidedly female features, according to Loan Clinic founder John Frame.

Mr Frame, whose mortgage broker Tanya Du Preez won the recent Mortgage and Finance Association of Australia's Achievement Award, said his had been a traditionally male-dominated industry.

"But women are becoming a stronger economic force," he said.

"According to a 2008 ASX study, 37% of women own shares directly, just behind 40% of men who do. The increase in the last decade has been quite significant and likewise we are seeing this trend in our sector.

"More women are becoming very driven in growing their wealth and financial independence, doing the groundwork on all finance-related matters and providing for their retirement."

He said women were more



**RADICAL:** Loan Clinic founder John Frame. PHOTO: CONTRIBUTED

inclined to talk about finances and health amongst each other whereas men rarely did.

"Ninety-two per cent of our business comes from referrals from existing clients and most of these referrers are women.

"At Loan Clinic we have an all female broker team, I'm the odd

one out. And we aim to recruit an additional seven women over the coming year.

"While I believe men make good brokers, women are strong on relationship building and have wide networks from their work, personal and children's circles; and, let's face it, are perhaps more comfortable dealing with other women.

"Research and our own experience show that women are looking for greater flexibility to ensure a better work-life balance. Tanya is a fantastic example of what a great win-win that can be.

"The model we are offering will enable women to tap into that flexibility and deliver an outstanding service to their business and personal contacts."

Mr Frame, a former Deloitte executive, established the business in 2005. He is looking to expand his business with a view to opening a branch in Maroochydore this year.

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