

Howzat: Cricket stars to bowl over homeowners

By ROB STOCK - Sunday Star Times | Sunday, 1 April 2007

[Email a Friend](#) | [Printable View](#) | [Have Your Say](#)

If former Black Cap Adam Parore gets his way, famous cricketers will be arranging mortgages worldwide.

He's signed a deal with Australian former test and one-day batsman Michael Bevan to start Michael Bevan Mortgages in Australia, using the systems and marketing nous developed for Adam Parore Mortgages, which has 25 outlets in New Zealand and a further 10 in the pipeline.

The Australian venture, which starts on April 16, will have a minimum of 130 stores within three to five years, take the combined group's mortgages written each year to \$5 billion, and further overseas expansion will follow, says Parore.

Parore has his eye on the UK, India and South Africa and is lining up cricketers famous enough to achieve there what he's managed here.

Each market has different challenges. Australia's state system means dealing with state banks compared to the national lenders of New Zealand. The UK is highly regulated and India is exciting, but has smaller loans than in the developed world. Wizard just started there, showing rivals saw the potential, said Parore.

The idea of building a mortgage brand around Parore's name was the brainchild of franchising specialist Stuart Beadle - managing director of the Franchise Shop - and the two now co-own the business. Their research suggests 19% of Kiwis know the brand, second only to Mike Pero on 39%.

Beadle reckons achieving that kind of recognition in just 18 months would have cost about \$1m a year in advertising without the Parore name.

So how does Parore's personal brand compare with Bevan's?

"His is much, much better than mine," says Parore. "This is a guy who made a living out of being the greatest one-day batsman of all time, who normalised the impossible run-chase to the point where it was expected. He's reliable, he's a winner, he's been an Australian icon for 10 years."

He also shares the Parore gift of the gab, Parore says.

Parore did briefly consider approaching rugby and league stars, but concluded there was something steadier and more trustworthy about cricketers.

But as cricket does not have much profile in places such as the US and Canada, and Parore already has his eye on Canada, winners from other sports may find themselves being shoulder-tapped.



PHIL DOYLE/Sunday Star-Times

GAME ON: Cricketers make great mortgage brokers, says ex-Black Cap Adam Parore, so he's signed up Aussie star Michael Bevan to build business across the ditch.

Related Links

- [Subscribe to Archivistuff](#)
- [Have your say](#)

Advertisement

Three out of four New Zealand families now qualify.



[Email a Friend](#) | [Printable View](#) | [Have Your Say](#)

Next Story: [SFO fails to convict - again](#)
[- More Business Stories](#)