



**Kirk Vogel, Louise Dunn and Adam Parore are ready to make a difference for home buyers**

# Playing To Win

**When professional photographer** Kirk Vogel accepted an assignment to take shots at an interview with former Black Cap Adam Parore, he didn't expect it to lead to a new career.

'During the interview, which was about the new Adam Parore Mortgages franchise, I heard quite enough to interest me in the business,' he says. 'I've always loved meeting people, which is maybe why I spent 21 years as a successful commercial photographer, but recently I had begun to need a change. The problem was how to make money without entering the corporate world and losing my freedom,' he laughs.

Always in touch with property, and having used mortgage brokers himself, Kirk decided to investigate thoroughly the options offered by this new entrant to the financial services sector. 'There is no doubt in my mind that mortgage broking has huge potential. It still only accounts for 30% of lending here, as opposed to around 70% in the USA. That means there is plenty of room for growth and the market is far from saturated. Public awareness of what a good broker can do is growing.

'What impressed me most about Adam Parore Mortgages was the level of individual service they can offer to clients,' he says. 'As a broker I can take a lot of the pain out of the process of finding the right loan on the right terms. With the back-up from the franchise I can do the research that borrowers don't have time to do, and find the product that enables me to say, "You can have the house of your dreams." That is a great feeling.'

## **Sophisticated Systems Give Franchisees Freedom**

Although Adam Parore Mortgages is a new name in the franchise world, its founder is no stranger to business

*With its first two franchisees in training, Adam Parore Mortgages is ready to put some runs on the board*

and finance. After working for blue chip companies such as Coca-Cola and Goldman Sachs, Adam founded his own art investment company. For the past two years, Adam has been testing and developing Adam Parore Mortgages along with business partner Stuart Beadle. Stuart is founder and CEO of CleanTastic, the commercial cleaning company that was overall winner in the 2004 New Zealand Franchise Awards. 'As a result, Adam Parore Mortgages is now the most prescriptive, dynamic mortgage broking franchise in the country,' Adam declares.

'We have developed a sophisticated system of software and marketing that frees up the franchisees to concentrate on their customers and their business. We carry out the loan tracking that monitors when customers are coming off fixed rates and provides reminders about after-sales follow ups and the generation of newsletters. Every week we contact the franchisee and tell them who they need to contact and what the current position is.'

So confident are the founders that new franchisees have a guaranteed revenue of \$50,000 in their first year. 'No other mortgage broking franchise in this country offers such a guarantee,' Stuart claims. The franchise investment of \$48,000 includes all training, manuals, and necessary equipment apart from a suitable late-model black vehicle. 'We are already half-way to our goal of appointing 10 franchisees in the first year,' says Adam. 'We aim to grow steadily by selecting the very best people and giving them the support they need to build solid businesses.

'Because referrals will be a strong element in lead generation, there are no fixed territories so the potential of any one franchisee is not limited and there are no boundary disputes.' Although franchisees can work from home, Adam believes that many people will want to employ staff after a year or so. 'Good

mortgage advisors should be able to earn at least \$100,000,' he says.

And Stu Beadle says that previous experience is not necessary. 'We are more interested in people's abilities and interpersonal skills. We've removed a lot of the barriers to success in a huge market, and we're looking for franchisees who will grasp the opportunity with both hands.'

## **Why Work For Someone Else?**

One such person is the second franchisee, Louise Dunn, who does actually have a financial services background – a very strong one. 'I spent 19 years working up through the ranks of ASB,' she explains. 'For five of those I was on the road as a mobile lending manager. I began to think "Why am I working for a bank when I could be working for myself?"

'I was very attracted to Adam Parore Mortgages because it is a new, innovative company that thinks like me,' explains Louise. 'Obviously with my background I knew the sector and options very well - I had looked after several brokers and I knew how they worked. But what excited me about Adam Parore Mortgages was the amount of effort that had been put in to reduce the burden on the franchisee. I recognised that this would enable me to spend more time with my clients, and I'm looking forward to growing my own business under the Adam Parore brand.'

That's exactly the approach that the franchise aims to encourage. After all, as the former Test cricketer says, 'A good team is more than the sum of its parts.' ■

## **Contact Info**

Stuart Beadle  
Adam Parore Mortgages  
PO Box 47 818, Ponsonby,  
Auckland 1034  
P 0800 800 067  
M 021 381 118  
stu@adamparore.co.nz  
www.adamparore.co.nz