LEADING ladies
Loan Market

WHERE BRILLIANT *women* BUILD OUTSTANDING *businesses*



WHY AMBITIOUS WOMEN IN FINANCE CHOOSE LOAN MARKET

Loan Market

Every woman is capable of achieving the extraordinary, but success is not built in isolation.

Since 2016, the Leading Ladies of Loan Market community has connected like-minded, ambitious women across the finance industry.

We create an environment where women break down barriers to success and build lasting professional networks.

We are more than an aggregator. We help you elevate your leadership capabilities and boost your business performance.

THE POWER OF REPRESENTATION

While the finance sector has historically underrepresented women, Loan Market is helping lead the industry shift.



Australian industry benchmark

27.4%
of Australian mortgage brokers are women[1]

Loan Market

31%
of Loan Market brokers are women[2]

By intentionally creating pathways, peer networks and dedicated forums for female business owners, Loan Market outpaces the national average. Here, your perspective is a core driver of our collective momentum.

[1] MFAA, State of Mortgage & Finance Broking Report 2026.

[2] Loan Market broker data, [month and year].

HOW WE HELP WOMEN THRIVE

Backed by an established brand, we provide the systems, technology and mentorship to help you build a thriving business.

You gain the freedom and flexibility to run your business on your terms. Work-life balance is in your control, so you can manage your time around your clients and your lifestyle.



"Loan Market gave me the flexibility I needed to grow."

Amanda Young | Loan Market business owner



"Loan Market is family. They have supported me through so many phases of my career: as a new broker, a working mother with a young family, and now as a mature business ready for growth. We navigate the highs and lows together. The Leading Ladies community is phenomenal and further cements my commitment to the brand."

Cara Haynes | Loan Market business owner



"Leaning on the Loan Market brand to grow my own presence through their marketing tools and relationships was a no-brainer. It's made it so much easier for customers to find us and makes the first interaction with a new client so much easier. The phone rings all the time."

Stephanie Thomas | Loan Market business owner

WHY EMPATHY IS YOUR COMPETITIVE ADVANTAGE

With more than four in five new Australian home loans now facilitated by a broker[1], borrowers expect far more than quick turnaround times. In a market often focused on processing speed and rates, trust is the true differentiator.

Women in our network bring a high level of empathy to the advice process, shifting client perception from a single transaction to an ongoing advisory relationship.

The result is client relationships that last. When empathy is treated as a strategic asset, long-term loyalty becomes a growth driver.

81.6%

We provide the tools and support to make empathy your commercial advantage.

Feature 1, Technology and compliance:
Our award-winning MyCRM platform and dedicated compliance support handle operational tasks, so you can focus on leading clients through major decisions with clarity and care.

Feature 2, Choice for every client:
Access a lender panel of 90+ banks and financial institutions, helping you tailor solutions for diverse client scenarios.

Feature 3, A premium client journey:
Our client journey framework helps you deliver a premium advice experience, from initial discovery through to settlement and ongoing review.

+99

average (NPS) Net Promoter Score across Loan Market brokers[2]

When you lead with care and strong structural support, client satisfaction follows.

[1] MFAA Quarterly Market Share report, June 2026 quarter.

[2] [NPS source, survey method and period].

FIND YOUR PEOPLE IN THE LEADING LADIES COMMUNITY

Through the Leading Ladies community, female business owners connect, share strategic insights and celebrate excellence across every stage of business growth.

"Loan Market has supported my broking journey from day one. They have been instrumental in encouraging broker peer groups, connecting me with female business owners who are supportive and encouraging. I would not want to be anywhere else."

Amanda Young | Loan Market business owner

Meet the Leading Ladies president: Suzi Trajanovski



Suzi sets an agenda focused on practical business growth strategies and career development:

- Sharing strategies to scale business operations and manage competing priorities
- Connecting emerging leaders with experienced industry mentors
- Hosting sessions with experts on topics relevant to female clients
- Building confidence through peer connection and network support

"I lead a community and culture that encourages female brokers to engage in a supportive space. I am dedicated to empowering women to enter finance and thrive in the broking industry."

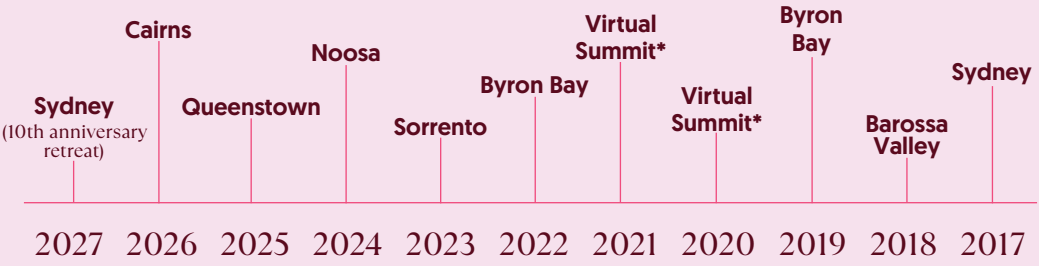
Suzi Trajanovski, National Director of Growth,
Loan Market Group, and President, Leading Ladies

THE ANNUAL LEADING LADIES RETREAT



Each year, members gather for the Leading Ladies Retreat, a two-day event focused on professional development, strategic planning and peercollaboration.

RETREAT LOCATIONS



*Virtual summits were held in 2020 and 2021 due to travel restrictions.

10 Years ANNIVERSARY

Coming in 2027:
Sydney hosts our 10th anniversary retreat.

Loan Market™







READY TO ELEVATE YOUR BROKING BUSINESS?

Choosing an aggregator is a strategic decision about who supports your long-term growth and success.

Join a network that actively invests in your commercial potential and surrounds you with women on a similar path.

Speak to a local growth manager today.



Suzi Trajanovski (VIC)
0421 801 010



Anneliese Lambooy (QLD)
0486 006 114



Devaney Davis (NSW)
0409 160 774



Erin Manhood (SA)
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