

BUILDING a database of hot prospects



Craig Swan of
Seniors Equity Direct.

Sponsoring a question in the Australian Lifestyle Survey provided exclusive access to a profitable target market for a Sydney mortgage broker.

Seniors Equity Direct, owned and operated by former Sydney solicitor and property valuer Craig Swan, has emerged as one of the leading brokers in the burgeoning reverse mortgage market.

Representing nine reverse mortgage lenders in Australia, Craig specialises in marketing and selling reverse mortgages (also known as equity release loans) to the over-60s market.

According to Craig, reverse mortgages are a special type of loan designed for people 60 years and over who want to convert the equity in their homes into cash. "The funds advanced by way of a reverse mortgage can provide the financial security and lifestyle that older Australians aspire to and deserve in their retirement years," he says.

Making the 60-plus market aware of reverse mortgages has been one of Craig's key activities – initially focussing on the public seminar model. However, this method didn't always guarantee good results, so he turned his attention to direct marketing.

"When you run a small business, every bullet that you shoot has to count. I really needed to make sure that my marketing activities were producing results," he says.

After a meeting with Angelo Sinibaldi at First Direct Solutions, a division of Australia Post (formerly known as Geospend), he was convinced that sponsoring a question in the Australian Lifestyle Survey was the way to go.

Sponsoring a question gives businesses an opportunity to build an exclusive prospect database by asking a tailored question in a voluntary survey distributed to millions of households throughout the year.

Seniors Equity Direct sponsored a question that asked survey respondents if they had taken out or were considering a reverse mortgage or an equity release loan.

"We got a good response and were able to use the names and addresses of those who answered the question to conduct our first direct mail campaign," explains Craig.

The campaign was tailored to the target market. "The offer was soft sell rather than hard sell," says Craig. "It simply provided a small amount of information about reverse mortgages and asked the receiver to tick a box if they required more information and to return it via the Reply Paid option."

Results received by Seniors Equity Direct were pleasing. "I'm now totally committed to direct marketing," says Craig, who plans to sponsor another question in the next Australian Lifestyle Survey.

**For more information visit
www.seniorsequity.biz**

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First Direct Solutions visit
www.fdsolutions.com.au**