

HOT LIST 2016

**BRETT HALLIWELL**

General manager

[Advantedge](#)

The growth of white-label lending may be “one of the greatest stories in the industry in recent times”, as Brett Halliwell puts it; but it’s also one of the most overlooked: although 85% of brokers now have access to Advantedge products, the lender is seldom in the limelight. Halliwell wants to change

that, moving the focus away from its background in mortgage management and presenting Advantedge as an equal of – and a threat to – the non-major banks.

**DANIEL O'BRIEN**

Owner

[PFS Finance](#)

This year’s Australian Brokerage of the Year at the AMAs, PFS Finance proves that the small brokerage model can excel at the highest level, beating much larger rivals to the prize. Nevertheless, much of that success must be attributed

to Daniel O'Brien, who clinched ninth place in this year’s Top 100 Brokers. O'Brien prizes organisation and delegation within the brokerage; his support staff and business partner deal with the banks to ensure he spends 100% of his time on his clients.

**LISA CLAES**

Managing director

[CoreLogic](#)

Lisa Claes is well known as an advocate of technology, female financial consumers and professionals. August 2016 marked a major change for Claes' career as she moved from ING DIRECT to succeed Graham Mirabito as CoreLogic's managing director for Australia and New Zealand. With a

head office in the US, partnerships in Asia and a small business in the UK, CoreLogic is an international company and its property indices and reports set the tone for the mortgage industry, regulators and political decision makers. It also won this year's Australian Mortgage Award for best industry service.

**RACHELLE EYNDHOVEN**

Director

[Sphere Finance](#)

As the abundance of male faces in this hotlist suggests, broking has a diversity problem. While broking hasn't lacked female industry legends – Wendy Higgins and Katrina Rowlands come to mind – these same faces have tended to reappear over the last few years, hardly reflecting the influx of new female brokers into the industry.

Rachelle Eyndhoven is a breath of fresh air: she's gone from 2015's Australian Young Gun of the Year at the AMAs to writing serious numbers in this year's MPA Top 100: \$124m in residential loans over the 2015/16 FY to be exact. At 19th, she's the highest ranked female broker in a number of years, and we hope her success inspires more female brokers to aim for the top.

**IAN MCPHEE**

Independent governance expert

[Australian Bankers' Association](#)

If you've heard of Ian McPhee, it's probably due to his work as Commonwealth auditor general, a role from which he retired in 2015. McPhee resurfaced this year, appointed by the Australian Bankers' Association to review its own review into banking, including questioning how commissions – for both bank staff and brokers – affect consumer outcomes. Although it's tempting to dismiss the ABA's review as a political move to avoid Labor's royal commission, it could lead to major changes for the broker channel.