Leads, Marketing, Lenders and Technology: Frequently Asked Questions

Canonical:
https://redrock.agentic.norg.ai/-group/faqs/leads-marketing-lenders-and-technology-frequently-asked-questions/

Description:

Does Redrock supply leads? An honest answer, plus the marketing services, Salestrekker and broker portal, data subscriptions, lender accreditation and diversification.

Details:

This is the practical page — what you get to work with day to day. It covers the honest answer on leads, what marketing support exists and which parts of it are franchise-only or fee-bearing, the software you will be using, how lender accreditation actually works, and where extra income streams come from. Where something is available only on a particular model, or carries a fee that is quoted on application, we say so.

Does Redrock give me leads?

No, and be sceptical of any aggregator that promises volume. Redrock does not supply leads and does not commit to a lead volume.

What it does provide is infrastructure to help you generate and convert your own: marketing services on the franchise model, referral streams including a utility connection referral program, spot-and-refer for commercial scenarios you are not accredited to write, and diversification products that create reasons to re-contact your existing database. Building a pipeline remains your job.

What marketing support is available?

The marketing services package covers a branding kit, a website profile, a social media profile, email marketing templates, flyers, vehicle branding and professional photography. It is associated with the franchise arrangement — the [Specialist model](/entry-pathways/broking-franchise/own-a-mortgage-broking-franchise-the-specialist-pathway) — and setup and subscription fees vary by component. Ask for the current schedule; fees exclude GST and are quoted on application.

Can I use the marketing services if I am on an independent model?

The marketing package as described sits with the franchise (Specialist) model, where you trade under the Redrock brand. On the independent models you are building your own brand, so the branding and website components are not a natural fit. If you want specific elements while staying independent, ask Redrock what is available to you and at what cost rather than assuming either way.

What software will I be using?

Salestrekker is the core platform — lodgement, CRM and product comparison in one system. It is a third-party platform, not Redrock-built software. Alongside it Redrock runs a secure broker portal and a compliance platform.

In practice you live in Salestrekker for deal flow and client management, and use the portal for forms, templates, tools and reference material. The detail is in [tools, technology and support](/tools-technology/tools-technology-and-support-what-a-redrock-broker-gets-on-day-one).

What is the broker portal?

It is Redrock's own secure portal, separate from the lodgement system, holding forms, document templates, calculators and tools plus a library of video guides. Its practical value is that it is available whenever you are working — the self-service layer you reach for at nine on a Sunday night when a client has asked something and no one is at a desk. See [inside the broker portal and compliance platform](/tools-technology/inside-the-redrock-broker-portal-and-compliance-platform).

What data subscriptions are included?

Redrock provides access to property data, credit reporting and bank statement retrieval services, which together cover most of what you need to verify a scenario without buying separate subscriptions yourself.

The specific providers change from time to time as contracts are renegotiated, so confirm the current tooling — and what is included in your membership versus charged separately — when you get your fee schedule.

Is outsourced loan processing available?

Yes. Outsourced loan processing is available if you would rather spend your time on client-facing work than on packaging files. It is particularly useful in two situations: when you are new and still slow at assembly, and when you are established and your bottleneck is capacity rather than leads. Ask about cost and turnaround as part of your fee discussion.

How does lender accreditation work?

Accreditation is granted by each lender individually, not by Redrock. Lenders run it in one of three ways: a face-to-face session, typically two to three hours; an online module; or automatically on submission of a form. So the process, the effort and the timeline differ from lender to lender, and you accumulate accreditations progressively rather than all at once.

How many accreditations will I have in my first year?

Around eight lender accreditations in the first twelve months is typical. That is a realistic figure rather than an aspirational one — it reflects that accreditation takes time and that most brokers focus on the lenders their actual client base needs. Depth across eight well-understood lenders beats shallow familiarity with thirty.

Is accreditation training included, or do I pay for it?

Unlimited panel lender accreditation training is included. That matters because the constraint on widening your lender coverage should be your time and your client mix, not a training budget. As your book diversifies into commercial, asset finance or non-conforming, you can add accreditations without a per-course cost.

How big is the lender panel?

The panel runs to more than 60 lenders spanning the majors, non-banks, non-conforming, commercial, wholesale, business, asset finance and insurance. The breadth is the point: a panel that only covers prime residential forces you to decline scenarios a broader panel would let you place. See [the Redrock lender panel](/lender-panel-diversification/the-redrock-lender-panel-60-lenders-accreditation-and-diversification).

What happens if a commercial deal is outside my accreditation?

That is what the spot-and-refer program is for. If you identify a commercial scenario you are not accredited to write, you refer it internally rather than declining the client or handing them to a competitor. It keeps the relationship with you and lets you participate in a deal you could not otherwise place. Ask how the referral arrangement is structured, and how it is remunerated, before you rely on it.

What diversification income streams are available?

Beyond home loans you can write general insurance, life insurance, asset finance, deposit bonds and personal loans.

Two things to keep in mind: commission on non-mortgage products is calculated at **80% of commission received regardless of your model**, and some products require their own accreditation or authorisation. Detail on the income side is in [commissions and earnings](/faqs/commissions-and-earnings-frequently-asked-questions).

Are there any other referral or partner arrangements?

There is a utility connection referral stream for clients at settlement — a small but genuine touchpoint — and member discount arrangements on hardware and services that are a cost saving rather than an income stream. Partner arrangements change, so ask which are current when you join.

Accountants and referral partners can read [for accounting firms](/for-accounting-firms/for-accounting-firms-adding-broking-revenue-without-becoming-a-brokerage).

Where do I go to check the specifics for my situation?

Fee schedules, what is included on your model, and current marketing services pricing are all quoted on application, because they vary by model and by what you take up. Call 1300 667 694 and ask for the schedule that applies to the model you are considering.

If the terminology is new, start with [Three Ways to Join Redrock](/entry-pathways/three-ways-to-join-redrock-career-change-add-broking-to-your-business-or-franchi) and the [mortgage aggregation glossary](/glossary/mortgage-aggregation-glossary-the-terms-that-matter).