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THE SFGconnect EFFECT

The focus of the JBM Finance business model is to improve the client's experience obtaining finance by developing the application process to remove all pain points thus making it more convenient and enjoyable for the client.

Since establishing my business in 2014, it has been a priority for me to be at the forefront of technology. The recent implementation of SFGconnect has revolutionised my business in so many ways – and the seamless, interactive customer experience is just the beginning.

As a “one man band” operation, the ability to automate essential tasks within SFGconnect has enabled my business to function on a level that may have ordinarily required an assistant. This powerful software has facilitated and supported strong business growth whilst keeping costs to a minimum.

The benefits and improvements SFGconnect, and the integrated services within the platform, have brought to my business are evident. Setting up new clients and loan applications is quick and easy, whilst compliance is thorough and detailed. SFGconnect allows my business to handle increased volumes and simultaneously comply with all responsible lending obligations.

Above all, customers have been so appreciative of the interactive features that enable them to work through their part of the application in their own time. More time for in-person interviews and phone calls allows me to discuss important matters with my customers, such as financial goals and product preferences, or providing education and advice.

SFGconnect is, without a doubt, the software platform that provides my business with an unfair advantage over my competitors.

It has simply changed the game.

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