Place Finder
YOUR REAL ESTATE PROFESSIONAL

FOR AUSTRALIAN MORTGAGE BROKERS

Grow your services without building a property team.

Place Finder is a white-label property platform carrying your brand. Your clients get a property workspace, you stay in the search, and more of your pre-approvals reach settlement.

Your pre-approval work only pays when the loan settles.
Place Finder keeps you in the search until it does.

The problem you already know

A client can be ready for finance but still take months to find, assess and confidently offer on a home. During that time they disappear into property portals, selling-agent conversations and lender tools. You've done the fact-find, documents, lender selection and pre-approval, but you're only paid if the loan settles.

Broker Daily reported Home Loan Experts data showing a **40.73%** pre-approval-to-settlement conversion rate in 2024–25. Your figures will be different, but it shows how much finished work never becomes a settled loan.

1. **Your clients go quiet after pre-approval**
   After receiving pre-approval, unless you're also doing the property work, your clients are left to their own devices. You may only hear from them when a contract needs reviewing, or not at all.

2. **They chase homes they can't buy**
   Price guides, underquoting and all-in costs make it hard for buyers to judge what's realistic and what suits. Weekends go on homes outside their range. Disappointment and buyer fatigue set in.

3. **Approvals run down while they search**
   Average search times are longer than the 90-day pre-approval window. Resubmitting documents often gets put in the 'too hard' basket, especially after a bad experience in the search over the last 90 days.

4. **You're still doing the property work**
   You may already use property tools like CoreLogic and its reports, but it's still you pulling and explaining them for every client. You can't give property advice, and every hour spent on reports is an hour away from writing more loans or winning new clients.

Place Finder
YOUR REAL ESTATE PROFESSIONAL

FOR AUSTRALIAN MORTGAGE BROKERS

The solution

How Place Finder answers each problem, under your brand.

1

Your clients go quiet after pre-approval

With Place Finder, clients keep searching, comparing and asking buying questions inside your branded app, extending your service beyond pre-approval without you doing the property research yourself.

Client activity and “Check eligibility with broker” requests give you a reason to reconnect about a specific home, keeping the buyer's search and your finance relationship connected.

2

They chase homes they can't buy

Place Finder turns a general property listing into a personalised view of that home, showing how it fits the buyer's brief, preferences and their own loan details, including estimated upfront and ongoing costs.

Clients get a real-time snapshot of the average listing prices of comparable homes nearby, giving them greater clarity and confidence about which homes to pursue, even when there's no listing price. When they're ready, “Check eligibility with broker” brings you in to confirm the finance, without you having done any of the property legwork.

3

Approvals run down while they search

By bringing personalised rankings, property comparisons, off-market opportunities and general buying support into one workspace, Place Finder helps clients work through uncertainty and keep their search momentum.

Activity signals give you the chance to step in when clients stall, while their saved homes and brief provide continuity if finance needs refreshing, rather than leaving them to restart an already frustrating search.

4

You're still doing the property work

Place Finder gives your clients the property data and information themselves, in an easy-to-understand format on their phone, so you're not preparing reports or straying into property advice.

If they want more help, they can chat with an experienced buyer's agent in the app or book a callback with a local buyer's agent, while you stay focused on writing loans and growing your client base.

From the right home to an accepted offer, faster

Once a client finds the home, they can draft and send their offer from inside the app. Step-by-step guidance explains the price, deposit, conditions and cooling-off for their state, a checklist confirms nothing is missed before it's sent, and you're copied in automatically so you can line up the finance.

Buyers move forward with confidence instead of stalling at the offer stage, so more of your pre-approved clients reach exchange and settlement sooner, and you get paid sooner.

Place Finder
YOUR REAL ESTATE PROFESSIONAL

FOR AUSTRALIAN MORTGAGE BROKERS

A property offering under your brand, that you don't do any additional work for.

Hiring property specialists, buying software and running a property service in-house is expensive and slow. Other property services provide data and reports, but you're stuck doing the heavy lifting, creating and assessing each property for your clients. Place Finder gives your clients the information and reports they need under your brand, with experienced buyer's agent support. You only have to focus on the finance.

White label, your brand

Your name, logo, colours and contact details appear throughout your clients' app. They see it as your service, with no marketing work from you.

More than "the loan person"

You become your client's property partner as well as their finance adviser, which adds value across the whole purchase.

Realistic homes only

Clients paste in the Domain listings they like. Each home is checked against their brief, budget and loan details, so they focus on what they can actually buy.

Is it priced right?

Every home shows the average asking price of similar homes nearby, so clients can spot homes priced too high or suspiciously low and decide sooner whether to offer or walk away.

Decisions, made faster

Side-by-side comparisons, monthly cost estimates, stamp duty, value projections, and a Buyer Guide covering each step and common mistakes buyers make. Joint buyers share their saved homes, so couples agree sooner.

Local buyer's agents on hand

When a client needs hands-on help, they can request an introduction to an independent local buyer's agent. You keep the finance relationship. Already work with a buyer's agent? We honour your existing relationship and any referral fee, without interference.

In-app support

Clients can chat in the app with an experienced buyer's agent. The Buyer Guide page explains each step of purchasing, with tips to avoid common pitfalls, so they have the information and support to proceed with confidence.

Off-market opportunities

As a Place Finder partner broker, your clients are shown off-market properties in the app that strongly match their buyer brief and loan details.

Oversight during the search

Once a client joins through your invite or broker code, you can follow their activity in your Clients view: homes they've saved and requests to talk. The "Check eligibility with broker" button sends you the exact property they're considering, so you can run the numbers before they offer.

> **Better conversations about real homes, at the right time, instead of a generic "just checking in".**

Place Finder
YOUR REAL ESTATE PROFESSIONAL

FOR AUSTRALIAN MORTGAGE BROKERS

How it works in your business

Simple to roll out, with a clear reason to contact each client.

1. Invite at pre-approval

Send your branded invite or broker code. Your client's account is linked to you, and full access is unlocked by your invitation.

2. Your client builds their workspace

They set their target suburbs, brief and loan details, then add homes they find on Domain. Place Finder ranks them by budget and location fit, and lets them save, dismiss and compare homes. Buying with a partner? Joint buyers share one workspace: every home either of them saves appears for both, so they can talk it through and agree on a property sooner.

3. Follow up on what you can see

Once your client is searching, you can see how active they are: the homes they add, save and compare, and how those homes sit against their budget and pre-approval. Instead of a generic “just checking in” call, you can follow up with something meaningful, such as a home they keep coming back to, a budget that needs a second look, or an approval that is nearing its review date.

The “Check eligibility with broker” button. Every property page has this button. When your client taps it, you get an instant email with the client’s details and the property they’re looking at, so you can confirm their deposit, loan structure and approval timing for that specific home while their interest is high.

4. Support the purchase

When a client is ready to move, they contact you from the property itself. If they want local representation, Place Finder arranges a consent-based introduction to an independent buyer's agent. If you already have a buyer's agent you refer to, including any referral fee arrangement, we honour that relationship and won't interfere with it.

5. Guests become your leads

Clients share Place Finder with friends and family. People who join with your code start on guest access and are prompted to contact **you** to get pre-approved and unlock full access. Each share becomes a warm referral.

Place Finder
YOUR REAL ESTATE PROFESSIONAL

FOR AUSTRALIAN MORTGAGE BROKERS

What it means for your bottom line

Your effort comes before the sale and your pay comes at settlement. Converting a few more clients, sooner, adds up.

Faster to exchange

Clients focus on homes that fit their budget and are priced sensibly, so they spend less time searching and reach exchange, and your commission, sooner.

Higher pre-approval conversion

More professional guidance and support through the search helps more of your pre-approved clients reach settlement, rather than drifting to a direct lender or letting an approval lapse.

Referrals that come to you

Every client who shares the app brings in new buyers already linked to your brand.

Less chasing

You follow up on real activity instead of chasing clients who've gone quiet.

Offers drafted and sent in the app

Clients draft and send their offer from the property itself, with clear guidance on deposit, conditions and cooling-off, and you're copied in automatically. Confident buyers move to exchange and settlement faster, more pre-approvals convert, and your commission arrives sooner.

Your subscription

First broker: **$215 per month** including GST.
Each additional broker in the same brokerage: **$165 per month per seat** including GST.
Clients you invite use Place Finder free.
12-month minimum term, then cancel any time with 30 days notice after the initial term.

Place Finder
YOUR REAL ESTATE PROFESSIONAL

FOR AUSTRALIAN MORTGAGE BROKERS

See the results in your own business

The best proof is your own clients. We report on what matters to your business.

1. **Client engagement**
   Invites sent, accounts activated, active clients, homes added and saved, and requests to talk.
2. **Finance health**
   Eligibility checks, approvals refreshed, budget changes and responses to your follow-up.
3. **Conversion**
   Formal applications, settlements kept and time from joining to exchange, compared with clients you didn't invite.
4. **New business**
   Friends and family who joined through your clients, guests who contacted you, and new pre-approvals that came from them.

Your brand in every search, better engagement and support for your clients, faster exchanges and more referrals, all without you doing any additional work or building your own property team.

Ready to start?

Visit placefinder.au or email help@placefinder.au to set up your branded account and invite your first clients.

Sources: Broker Daily, 3 June 2025, reporting Home Loan Experts data. NAB, conditional approval information, accessed 2026. Place Finder provides general-information estimates only and does not give credit, legal, financial or property advice.