



my
BUSINESS

By ANGELO BENEDETTI

Wealth of knowledge adds to your riches

ORACLE Lending Solutions is a boutique, customer service-orientated finance broking firm that specialises in wealth creation for its clients.

We provide lending solutions for the residential market, commercial mortgages, rental finance and lease and hire purchase – and have helped about 2500 South Australians buy their new home.

We have accreditations with more than 28 financial institutions but we work for our clients and not the lending institutions.

Oracle Lending Solutions was established with the specific goal of providing a more personal, customer-focused lending business as opposed to being like so many other lenders who just write loans and offer nothing further.

At Oracle, we're intent on providing much more for our customers than a quick appraisal

and written loan.

We aim to build a strong relationship with clients and to nurture this relationship so that it is successful and long-lasting for all involved.

Because we want our business to be "relationships-based", our brokers are carefully selected for their values and attitudes as much as they are for their skills and experience.

All brokers at Oracle Lending Solutions have a "customer comes first" approach and in addition to extensive industry and personal property investment experience, all consultants meet the education requirements of the Mortgage and Finance Association of Australia. All our consultants are full members of the MFAA.

Oracle Lending Solutions has grown quickly since formation and currently has more than 2500 clients. The company is on track to increase this to more than 5000 by 2010.

Most of our business comes from recommendations and referrals, which is testament to the work we do.

We have embraced advances in technology with initiatives such as loan appraisal updates via SMS, online assessments and the creation of a web portal for clients.

Our team works closely with specialists in complementary fields such as accountants, lawyers, real estate agents and homebuilders to land developers, financial planners and insurance brokers, to achieve the best results for clients.

These key business partners are chosen because their philosophies and values are in line with ours – that is, the customer comes first.

We are located at 117 West Tee, in the city.

└ Angelo Benedetti is director of Oracle Lending Solutions.

ORACLE LENDING SOLUTIONS

■ **FOUNDED:** The company was established by Angelo Benedetti in November, 2005.

■ **HIGHLIGHTS:** 2007 Platinum Sales Master; 2007 Professional Lenders Association Networks' Business Sales Master; 2007 Small Business Champions Awards finalist.

■ **GROWTH:** Currently growing at a rate of 30 per cent per annum.