



Dispelling the Myths

The financial landscape in Ireland has changed dramatically in recent times, with brokers facing unprecedented challenges. For brokers to service their clients effectively in this new world, IFG has adapted its business model to make it relevant to the current market environment. Our competitors have neglected to keep up-to-date with recent developments in One Network, which is why our team would like to clarify what is a myth and what is reality.

**Don't listen to the myths our competitors spread about us!
Listen to our clients...**

One Network Case Studies

Peter Bastable Managing Director, Simply Money

"Joining One Network has allowed me to restructure my business, while at the same time continue to deliver an excellent service to Simply clients. Its integrated processes makes us a highly efficient business, which is imperative in the current environment."

"Access to a wide range of financial products has allowed our business to diversify quickly and provide a broader range of services to our clients. The innovative broker portal, keeps our employees well informed on lender and industry information. Commission rates are attractive and instant access to online commission statements allows us to continually track and monitor our sales performance."

Sean Staunton Managing Director, A2Z Mortgages

"Besides better commission rates, the One Network system allows me to offer my clients a much wider range of products. The online CRM system makes managing my client data much easier and automatically prompts me to follow up on cases when and if necessary. The ease of the process is outstanding and the service support is very professional."

"The daily industry and lender news updates on the portal eliminate the need for me to keep in touch with several industry publications and trade magazines. As a broker with little time on my hands, the One Network system makes my life a lot easier. Many thanks."

Myth 1 One Network will take ownership of your client database if you become a member.

This is a myth. All client data records remain the property of the original broker. One Network will never contact any client directly without the expressed permission of the relevant broker in line with the Data Protection Act (2003).

Myth 2 One Network is just a broker.

This is a myth. One Network is a highly regulated financial intermediary and part of IFG Group plc, which is listed on the Irish and London stock exchanges. As a strong financial intermediary, we have greater scale and resources than any other broker network in Ireland.

Myth 3 It is easier to deal directly with all the product providers, rather than through a network.

This is a myth. Product providers are now insisting that brokers deal with them more efficiently and are currently moving to systems like One Network to improve their business efficiencies in dealing with brokers.

Myth 4 Brokers must use One Network in conjunction with Best Advice & Advisor Plus online quotation systems.

This is a myth. The One Network system allows brokers to keep comprehensive client records by integrating the various tools used by brokers. This insures that the broker can maintain accurate records of every financial service provided to a specific client on one single system.

Myth 5 One Network offers the same commission as any other Network.

This is a myth. As the largest financial intermediary in our industry, One Network has the scale to negotiate favourable terms for its members, beating our competitors' financial proposition. Our members are further rewarded for volume and loyalty, as we continue to negotiate with providers as the network grows.

Myth 6 The One Network proposition will not benefit your business financially.

This is a myth. One Network will enable you to:

- Diversify your income streams
- Significantly reduce your cost base
- Reduce your overall business risk

Myth 7 One Network is just an IT system.

This is a myth. The One Network is a full service proposition for brokers as well as a powerful IT solution. For the latest service proposition, please contact your regional sales consultant.

Myth 8 The One Network has no CRM functionality.

This is a myth. The One Network system has a more sophisticated CRM functionality than any other broker platform. It allows you to manage client records, process applications and perform fact finds. It also allows you access to real time commission statements.

Myth 9 As a member of One Network, renewals are owned by IFG and the broker receives no payment.

This is a myth. Where renewals are due, the broker will always receive commission. This is clearly stated in the contractual agreement between IFG and the broker members.

Myth 10 One Network will take ownership of your client book if you terminate your agreement with IFG to transfer to another network.

This is a myth. Our standard agreement clearly states that if a member of our network terminates their agreement with IFG to transfer across to another network, the client will remain the property of broker, in line with the Data Protection Act (2003).

For further information on how IFG's One Network can work for you, please contact your regional sales consultant.

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