

WE HAVE STARTED THE NEW YEAR OFF BY DOING WHAT WE DO BEST - HELPING OUR CUSTOMERS TO SAVE MONEY ON THEIR HOME LOAN



Happy New Year

Spring was action time at Cornerstone Home Loans. As interest rates kept rising, power bills on the increase, petrol rising to highest level seen and grocery prices rising every week due to supply issues and transportation costs. Folk who were renting were shocked to see their lease renewal rate increase and many were unable to sustain those increases. If you read our last Newsletter, we endeavoured to help our customers by providing the best recommendations to assist in lowering the cost of living expenses. We found ourselves working like never before to try and help everyone who made contact. If you have been struggling through, hopefully we can lower those stress levels. If you have lived in your existing home for more than 2 years, you may have equity to draw upon by refinancing and taking the pressure off now.

- **23** of our existing customers took up the opportunity to refinance and/or purchased an investment property. All are smiling at the money they are saving every month.
- We secured **17** new customers from our referral partners.
- **12** new customers made contact from Social Media Community Pages.
- A huge thank you to existing customers who posted testimonials for us.
- Tracie secured **4** new customers from friends and family.
- Our much valued existing customers have sent friends and family to us.
- We celebrated when **21** customers moved into their new homes.
- We were humbled by the beautiful Testimonials we have received from new members of our Cornerstone Home Loan family.

At the time of printing, not all December numbers are included in the above.

It's never too late to pick up the phone and talk to us to see if we can save you some money. Perhaps you are positioned to secure your first investment property or add another one to your investment portfolio. It doesn't matter what age you are, planning for a secure retirement is more important now than ever before.

A NOTE FROM TRACIE

Hi there,

Did you know that we can assist your family and friends living interstate? Why not suggest they give us a call. We will do our utmost to see if we can save them some money. Enjoy our latest newsletter. All the best, Tracie

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Brokers reach turnaround time parity

In 2022 70% of customers were satisfied with broker approval speeds.

This was an improvement on last year's 61% satisfaction. As high buyer demand for property continues & brokers face a much larger number of enquiries from prospective borrowers, a significant pain point has been turnaround times - the time lenders have taken to reach an initial credit decision.

News from The Adviser Magazine

Note: Due to our relationships with Lenders, our turnaround times have been quick.

KDM ARE FINANCIAL ADVISORS FOR YOUNG AND OLD

Our financial planning process involves 5 key steps. Throughout your financial planning journey, your advisor will assist you with any enquiries you may have so that all your questions are answered before you move on to the next step.

THIS IS HOW WE HELP YOU REACH YOUR GOALS

DISCOVERY → RESEARCH → RECOMMENDATION → IMPLEMENTATION →
MANAGEMENT & REVIEW

- **AGED PENSION ADVICE:** We help you navigate the complex Centrelink rules to maximise your Age Pension entitlement
- **ESTATE PLANNING:** It's not just about a Will. We will take a holistic approach to ensure your loved ones are taken of.
- **DEBT CONSOLIDATION:** Our lending specialist, CORNERSTONE HOME LOANS, will help your mortgage repayment management and debt consolidation to save you money.
- **TAX STRATEGIES FOR RETIREMENT:** Minimise your tax to maximise your retirement savings.
- **RETIREMENT PLANNING AND INVESTMENT ADVICE:** Let us help you to achieve a comfortable retirement life.



BENEFITS OF OUR SERVICE

- 1 TAX EFFECTIVENESS:** Our advice will minimise your tax to help maximise your retirement savings.
- 2 COMFORTABLE RETIREMENT:** By having a good retirement plan in place and sticking to it, our advice will ensure you WILL have a comfortable retirement life.
- 3 SECURING LEGACY:** Your hard-earned legacy will be distributed to your loved ones in accordance with your wishes. Our estate planning service will ensure that your loved ones will receive the Maximum benefit from your legacy.

*News from KDM Financial
Phone: 1300 731 372*

AUSSIE GARDENER SEGMENT FOR SUMMER

Brian & Kaylene have filmed a new series of free classes on growing veggies in pots . If this interests you, you can contact Brian on 1800 222 100 or register by emailing: brian@aussiegardener.com.au

You can purchase everything you need to get started including: The pots, soil, fertilizers, plants, pest covers, irrigation systems and so much more. Their products are made to last. The packaging and delivery are quick and very reliable.

Why not join their free Community of happy green thumbs? You can ask questions and get very quick responses. Fourteen thousand 5 Star reviews (including mine). This company is awesome!



House Price Panic: Inaccurate forecasts instil anxiety

What we know from the past is that rising interest rates are generally accompanied with a negative outlook on dwelling prices. This manifests into either lost confidence in the market or home buyers deferring their buying decisions in the hope of picking the bottom of the market.

But, I'm not the least concerned about forecasts of falling dwelling prices, as housing forecasts have been **inaccurate** for decades.

Unfortunately, 'doomsdayers' create unnecessary stress and anxiety for borrowers and home buyers, who out fear may defer their purchasing decisions to their financial detriment. Meanwhile, dwelling prices may actually increase while borrowing capacities decrease - a sad financial outcome for home buyers.

Economists data-driven predictions on market downturns have historically forecasted much larger and longer market declines than what has ever occurred. Dwelling price forecasters are always wrong - **YES THAT'S RIGHT, ALWAYS!**

Two years ago (May 2020), all four major banks estimated an 11 percent drop in house prices for the period between June 2020 to June 2022, and yet prices ended up rising 21.5 percent. They missed their margin by 31.5 percent!

Similar occurrences took place during the global financial crisis (GFC).

Today's key economic indicators fare better than what we saw during the GFC and at the height of the pandemic. Given home prices actuals during both these events, the outcomes made a mockery of expert forecasters.

High employment remains steady and history indicates that housing demand is driven by employment security.

Many of the 'doomsdayers' are intelligent people who work with complex modelling and data science but they often fail to recognise the basic concepts associated with supply and demand. They do, however, understand that 'doomsday' forecasts attract front page press with no accountability and, seemingly, no responsibility for the impact they have on the market and individual buyers.

Buyers can take comfort knowing that as long as they continue to meet their mortgage repayments, housing is still a medium to long term asset and any downward impacts on the value of their home should not be dwelled upon.



*Better Business Hub
Michael Russell*

Note: Cornerstone Home Loans has positioned itself to be a constant beacon of light by being proactive in exploring ways to support their customers in reducing their monthly loan commitments as well as their cost living expenses.

Australia Day Picnic Platter Quick and easy ideas



WORST HOUSE - BEST STREET

Uppermost in people's minds is finding a home that suits their needs, but the underlying rationale is nearly always investment potential. And why not? With inflation eating away at salaries and savings, housing is one of the few commodities that, wisely chosen, can keep the consumer ahead.

In terms of capital growth, the best house is not always the best investment. Attributes related to the land (proximity to desirable amenities, size, use, aesthetics, absence of negatively impacting neighbours and just plain old area appeal) carry more weight in determining the value of most properties than the actual building on the land. For example, an up-market home on a negatively impacted block may have less value than a small home in a sought after area.

Investors buy with location and capital gain as their main considerations. They use a combination of increasing property price values and equity finance which will turn them into a better investment over time.

Experience the Cornerstone Difference



Tracie Palmer - 07 3264 7100

Finance Specialist - Cornerstone Home Loans

Credit Representative #387282 of BLSSA Pty Ltd, ACL #391237



The highly anticipated 10th annual Better Business Awards 2023 recognises the leading professionals and businesses in the mortgage and finance industry that are constantly propelling the industry forward.

Highlighting excellence and innovation, the awards programme was created to showcase the remarkable achievements of top professionals within Australia's broking industry, enabling them to simultaneously strengthen their roles in the sector and gain recognition.

Providing exceptional customer service and being able to truly help build dreams is what broking and finance are all about. It's crucial to celebrate all the highly talented players in the industry that are constantly exceeding expectations and providing ongoing customer satisfaction.

Annie Kane, editor of The Advisor, commented: "With interest rates having started to rise for the first time in a decade and continuing to rise, brokers have been exceptionally busy this year helping a growing number of borrowers understand their financial position and refinance their loans."

"The finalists this year should be commended for their dedication, hard work and care when it comes to supporting borrowers and ensuring they are able to

understand their changing repayments."

I am delighted to announce that we are a Finalist in the Better Business Award for the 3rd year in a row. Of 626 high-achieving professionals across 20 submission-based categories, Cornerstone Home Loans is one of only 13 businesses to be selected as a finalist in the category: Best Customer Service Office.

The winner will be announced at a Gala Dinner on the 23rd March 2023.

Being selected as a finalist validates all of our hard work to ensure that our customers have the best experience and the best options to save money when dealing with us.

Till next time,
Tracie & the Team



www.facebook.com/CornerstoneMortgageBrokers



www.instagram.com/Cornerstone_Home_Loans

CALL US TODAY FOR ALL YOUR FINANCIAL NEEDS...

Here at Cornerstone we can help you ...

- ✓ Get a Home Loan
- ✓ Review Your Current Home Loan
- ✓ Refinance your Existing Home Loan
- ✓ Consolidate Debt & Free Up Equity
- ✓ Find a Commercial or Business Loan
- ✓ Car & Equipment Finance

Revised Fee Structure from 1st January 2023

- | | |
|----------------------------------|---------------------|
| 1. Pre-Approvals | \$990.00 GST incl |
| 2. Purchases & Refinancing | \$990.00 GST incl |
| 2. Top Up Loans | \$550.00 GST incl |
| 3. Construction, Bridging & SMSF | \$1,650.00 GST incl |
| 4. Guarantor Loans | \$1,650.00 GST incl |

Get in Touch



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Disclaimer: This Newsletter has been prepared by Tracie Palmer. Every effort has been made to ensure the contents are accurate at the time of publication. Tracie Palmer /Cornerstone Home Loans takes no responsibility for any subsequent action that may arise from the use of this Newsletter.