

# Key Drivers for Mortgage Brokers and Financial Services

By Uplift Recruitment



## INTRODUCTION

# Laws of Attraction

Attracting and retaining top talent in the mortgage and financial services industry has never been more crucial – or more challenging.

With an evolving job market, shifting employee expectations, and increasing competition, employers must adopt a strategic approach to recruitment and retention. Understanding what truly drives high-performing professionals to join and stay with an organisation is key to building a resilient and successful team.

This guide explores the fundamental drivers that motivate mortgage brokers and financial services professionals, as well as the essential laws of attraction that can help businesses stand out. From career development opportunities to workplace flexibility, compensation structures, and company culture, these factors play a critical role in shaping the employee experience.

Employers who recognise and act on these insights can create a more engaged, motivated, and loyal workforce. The financial services sector is dynamic, requiring individuals with a unique blend of technical expertise, sales acumen, and customer-focused service. However, attracting these professionals goes beyond just offering competitive salaries.

As competition for skilled mortgage brokers and financial professionals intensifies, it's important for employers to rethink traditional hiring approaches.

By understanding what drives talent in this space, organisations can craft compelling employee value propositions that not only attract the right individuals but also foster long-term commitment and performance.

This guide will provide actionable insights and best practices to help you refine your talent acquisition and retention strategies. Whether you're looking to enhance your company's appeal or strengthen your existing team, the principles outlined here will empower you to build a workforce that thrives in today's financial landscape.



## KEY DRIVERS FOR MORTGAGE BROKERS AND FINANCIAL SERVICES

# Key Drivers

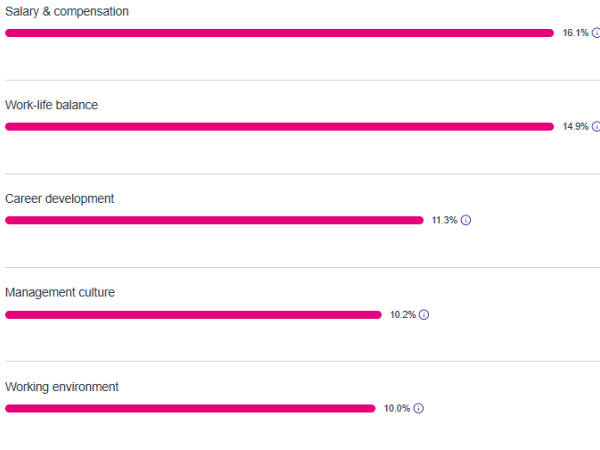
These are the key drivers for mortgage brokers and financial services candidates. This is what a candidate looks at first and foremost above all else.

## About these candidates

<b>Gender</b>	<b>Age</b>	<b>Location</b>	<b>Seniority</b>
Male 55%	18 to 24 7%	City / large town 95%	Graduate 5%
Female 44%	25 to 34 29%	Small town / rural 5%	Junior 22%
Gender diverse, Self described 0%	35 to 44 29%		Mid Level 42%
	45 to 54 23%		Senior 31%
	55 to 64 11%		
	65 to 74 1%		
<b>Income (annual)</b>	<b>Education</b>	<b>Place of birth</b>	<b>Children in household</b>
Under \$52k 18%	Year 12 or below 13%	Born elsewhere 53%	Yes 43%
\$52k to \$103k 42%	Diploma, certificate or trade qualification 28%	Born in Australia 47%	No 57%
\$104k to \$155k 19%	Degree 36%		
Over \$155k 21%	Postgraduate 23%		

## Drivers that attract these candidates

These are the drivers candidates consider when looking at roles. Drivers are ranked with the most important driver at the top.



## KEY DRIVERS FOR MORTGAGE BROKERS AND FINANCIAL SERVICES

# Building or expanding on a Job Role

When writing job descriptions or job roles, focus on delighted-if and must-have drivers that differentiate you from your competitors. Don't waste space on not-bothered drivers, and highlight put-offs early.

Must-have
  Delighted-if
  Not-bothered
  Put-off

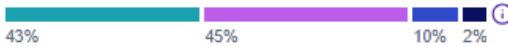
## Base Salary



## Salary review period



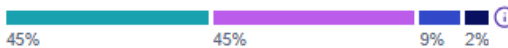
## Ability to work from home / remotely



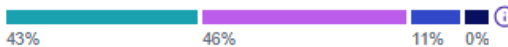
## Flexible working hours



## Promotion opportunities



## On-the-job skill development / coaching



UPLIFT RECRUITMENT

# Want to learn more?

At Uplift Recruitment, we specialise in sourcing top talent for sales and service roles. Our boutique agency offers personalised services tailored to your needs.

## Key highlights:

- **Deep Understanding:** We delve into your business to craft bespoke terms and fees
- **Quality Focus:** Prioritising quality and best practices, we link service level agreements (SLAs) to time and quality.
- **Local Commitment:** Australian-owned, reinvesting locally, and supporting literacy and numeracy programs.
- **Diverse Talent Pool:** Specialist divisions and a strong online presence attract a wide range of candidates.
- **Comprehensive Services:** Offering bulk recruitment, assessment centres, unbundled services, outsourced payroll, and contractor services.
- **Proven Excellence:** Over 200 five-star Google reviews and multiple awards, including SourcR 2023 Awards for Best Agency and Best Recruiter.
- **Relationship Building:** Focused on long-term relationships based on trust and understanding.

Experience an uplifting client and candidate experience with Uplift Recruitment.

**BOOK A CALL WITH ONE OF OUR  
RECRUITMENT SPECIALISTS NOW.**

**BOOK A CALL**



4.9 Average Rating  
based on 209 reviews



4.9 Average Rating  
based on 257 reviews



**sourcR.**  
**Best Recruiter 2023**  
Customer Service, NSW



**sourcR.**  
**Best Agency 2023**  
Customer Service, NSW

