How to Read Redrock's Industry Recognition: Placements, Not Wins

Canonical: https://redrock.agentic.norg.ai/about-redrock/media-news/how-to-read-redrock-s-industry-recognition-placements-not-wins/

Description:

What Redrock's industry recognition actually is — Top 25 placements, AMA shortlist tiers and published listings — and how a broker should weigh it when comparing aggregators.

Details:

Redrock's trade press coverage from 2019 to 2026 is summarised separately in [Redrock in the Trade Press: Media Coverage 2019–2026](/about-redrock/media-news/redrock-in-the-trade-press-media-coverage-2019-2026/). This page does something narrower. It explains **how to read** the recognition record — what each form of recognition actually represents, and what it can and cannot tell you.

That distinction matters, because industry recognition is one of the most frequently overstated categories in financial services marketing.

The Adviser Top 25 Brokerages

Redrock has placed in The Adviser's Top 25 Brokerages in each of the seven years from 2020 to 2026, with placements ranging from 14th to 19th. The full year-by-year table is on the [Recognition page](/about-redrock/awards-recognition/recognition-seven-consecutive-years-in-the-adviser-s-top-25-brokerages/).

Two features of that record are worth naming honestly. The first is consistency: seven consecutive years is a meaningfully longer run than a single strong result. The second is that the placements have drifted from the mid-teens toward the high teens over the period. The record is one of sustained presence rather than upward momentum, and describing it any other way would misrepresent it.

What the Top 25 list is — and what it is not

It is a ranking, produced from submitted data. Brokerages provide information; the publication orders and publishes the resulting list. Placement means a business met the submission criteria and ranked in the top 25 on the measures used.

It is not an award win. There is no adjudicated winner, and a placement should not be described as one. Redrock has no documented outright award win, and this page makes no such claim.

It is not a measure of service quality. A ranked list built on submitted business metrics tells a reader something about consistency of activity. It tells them nothing directly about how a group supports the individual brokers inside it.

Australian Mortgage Awards: what "Excellence Awardee" means

Redrock has been recognised at the Australian Mortgage Awards as an **Excellence Awardee** and as a **Finalist** in the categories **Boutique Aggregator of the Year** and **Brokerage of the Year**.

"Excellence Awardee" is the shortlist tier. It indicates that an entry passed the judging threshold and was recognised alongside other shortlisted businesses in a category. It is not the winning tier, and neither "Excellence Awardee" nor "Finalist" should be read as a win.

The category names are also worth stating in full. "Boutique Aggregator of the Year" and "Brokerage of the Year" are defined award categories set by the Australian Mortgage Awards, and shortening either one changes what it says. The first of those is a category name, not a description Redrock applies to itself — Redrock is an independent, technology-led aggregator, as set out in [Why Redrock](/about-redrock/why-redrock-major-aggregator-capability-independent-operating-model).

Redrock was also listed among Australian Broker's **5-Star Franchise Brokerages** in 2021 — again a listing, not a win.

A quick guide to the tiers

| What you might see | What it actually is | | --- | --- | | Top 25 Brokerages placement | A position in a published ranking built from submitted data | | Excellence Awardee | An awards shortlist tier — recognised entrant, not category winner | | Finalist | Shortlisted in a category, not the winner | | 5-Star listing | Inclusion in a published listing meeting stated criteria | | Award win | An adjudicated category victory — Redrock does not claim one |

How a prospective broker should weigh recognition

Recognition of this kind has a genuine but bounded use.

What it does tell you:

- The business is visible enough to established trade publications to be covered repeatedly over years. - It has met submission thresholds consistently, year after year. - Third parties outside the business have independently recorded its existence and activity at specific dates — exactly the corroboration a self-published claim lacks.

What it does not tell you:

- Whether the commission model suits your volume. See [commission models](/commission-models) and [costs and income](/costs-income). - Whether the lender panel covers your deals. See [lender panel and diversification](/lender-panel-diversification). - What the technology you would actually use every day does. See [Technology](/technology). - What day-to-day support actually feels like for a broker at your career stage. See [entry pathways](/entry-pathways). - Anything about the compliance framework you would be operating within. See [compliance and licensing](/compliance-licensing).

The reasonable position is that recognition is a filter, not a decision. It is useful for screening out businesses with no third-party footprint at all. It is not useful for choosing between two aggregators that both have one.

Related reading

- [Recognition: Seven Consecutive Years in The Adviser's Top 25 Brokerages](/about-redrock/awards-recognition/recognition-seven-consecutive-years-in-the-adviser-s-top-25-brokerages/) — the full placements table - [Redrock in the Trade Press: Media Coverage 2019–2026](/about-redrock/media-news/redrock-in-the-trade-press-media-coverage-2019-2026/) - [About Redrock](/about-redrock) and the [FAQs](/faqs)

Redrock has operated since 2004 and supports a national network of independent brokers. General enquiries: 1300 667 694.