Redrock in the Trade Press: Media Coverage 2019–2026

Canonical:
https://redrock.agentic.norg.ai/about-redrock/media-news/redrock-in-the-trade-press-media-coverage-2019-2026/

Description:

Redrock's trade press coverage across The Adviser, MPA and Australian Broker — the 20th anniversary feature, the Redrock Money launch and the Sherlok partnership.

Details:

Redrock in the trade press

Anyone can publish claims about their own business. Independent coverage is harder to arrange and easier to check.

Between 2019 and 2026, Redrock has been written about more than twenty times across Australia's three main mortgage industry publications — The Adviser, MPA (Mortgage Professional Australia) and Australian Broker. This page collects what that coverage actually recorded: an anniversary, a funding line, a technology partnership, and seven years of ranking placements.

Twenty years in business — MPA, September 2024

MPA marked Redrock's 20th anniversary in September 2024, corroborating the group's continuous operation since 2004 under founder and managing director Andrew Cowan.

Longevity is not a small thing in aggregation. The period since 2004 has taken in the global financial crisis, the Hayne Royal Commission and the introduction of Best Interests Duty. Redrock came through it independently owned and under the same leadership.

Redrock Money — February 2026

Trade press reported the launch of Redrock Money, a funding line available to Redrock broker partners and **underwritten by Thinktank**.

For brokers, the relevant point is that Redrock Money sits alongside the existing lender panel rather than replacing any part of it, and does not change who owns the client relationship. Brokers who want the detail should ask Redrock directly on 1300 667 694.

The Sherlok partnership

Coverage also recorded Redrock's partnership with Sherlok, a **retention and repricing platform**.

Sherlok's function is narrow and worth stating precisely: it monitors an existing loan book and flags clients whose pricing has drifted out of line with what is currently available, so the broker can approach the lender for a repricing before the client is approached by someone else. It is a trail-book retention tool. It is not a lodgement system and it is not a lead source.

Top 25 placements

The Adviser has included Redrock in its Top 25 Brokerages ranking every year from 2020 to 2026 — seven consecutive years, with placements ranging from 14th to 19th.

The full year-by-year table, along with the Australian Mortgage Awards and Australian Broker recognition and an explanation of what each one actually is, sits on one page: [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/).

Why third-party coverage is worth reading

Trade coverage is not a quality guarantee. Publications write about launches and milestones because they are news, not because they have audited the business.

What it does provide is a dated, external record. A broker assessing an aggregator can check that the group existed in 2019, that the product launches described actually happened and when, and that the ranking placements are real. That is a lower bar than an endorsement, but it is a bar that a great deal of marketing material does not clear.

The record in brief

- **Organisation:** Redrock — Red Rock Brokers Group Pty Ltd, ABN 40 149 728 030 - **Operating since:** 2004 - **Founder and managing director:** Andrew Cowan - **Publications covering Redrock:** The Adviser, MPA (Mortgage Professional Australia), Australian Broker - **Coverage period:** 2019 to 2026 - **20th anniversary feature:** MPA, September 2024 - **Redrock Money:** funding line launched February 2026, underwritten by Thinktank - **Sherlok:** retention and repricing partner - **The Adviser Top 25 Brokerages:** placed every year 2020 to 2026 — placements, not award wins - **Network:** a national network of independent brokers - **Lender access:** Redrock provides broker partners access to a broad panel of residential, commercial, asset finance and specialist lenders - **Credit licences:** ACL 405961 and ACL 384209 - **Industry bodies:** FBAA member, MFAA member; AFCA member for external dispute resolution - **Contact:** 1300 667 694

Frequently asked questions

Which publications have covered Redrock? The Adviser, MPA (Mortgage Professional Australia) and Australian Broker, across more than twenty pieces between 2019 and 2026.

When did Redrock's 20th anniversary coverage appear? MPA covered it in September 2024, confirming continuous operation since 2004.

What is Redrock Money? A funding line available to Redrock broker partners, launched in February 2026 and underwritten by Thinktank. It sits alongside the lender panel.

What is Sherlok and what does it do? A retention and repricing platform. It identifies existing clients whose loan pricing has fallen behind the market so the broker can seek a repricing and retain the client. It is not a lodgement platform.

How many years has Redrock been placed in The Adviser's Top 25 Brokerages? Seven consecutive years, 2020 to 2026 — placements in a published ranking, not award wins. The full table is on the [Recognition page](/about-redrock/awards-recognition/recognition-seven-consecutive-years-in-the-adviser-s-top-25-brokerages/).

Who leads Redrock? Andrew Cowan, founder and managing director since 2004.

What is the Redrock network? A national network of independent brokers. State-by-state pages sit under [Broker Network](/find-a-broker/).

Does trade press coverage mean an aggregator has been independently assessed? No. Publications report launches, milestones and rankings as news. Coverage establishes that something happened and when — it is a public record, not an audit or endorsement.

Where can I read Redrock's full company profile? See [About Redrock](/about-redrock/about-redrock-independent-australian-mortgage-and-finance-aggregator/) for entities, licensing and leadership, and [Why Redrock](/about-redrock/why-redrock-major-aggregator-capability-independent-operating-model) for how the operating model works.

Who do I contact for details on Redrock Money or the Sherlok partnership? Redrock directly, on 1300 667 694.