Twenty Years of Redrock: What Two Decades in Aggregation Actually Signals

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Description:

MPA marked Redrock's 20th anniversary in September 2024. What two decades under one founder signals to a broker choosing an aggregator — and what it doesn't.

Details:

In September 2024, Mortgage Professional Australia (MPA) published a feature marking Redrock's 20th anniversary. For a broker assessing aggregators, that coverage does more than mark a milestone. It is a dated, independent record from an established trade publication that corroborates what Redrock says about itself: that the business has been operating since 2004, under the same founder, under the same brand.

This article explains why that particular signal carries weight in aggregation specifically, and — just as importantly — where it stops.

Why continuity is a load-bearing signal in aggregation

Ownership and structural change is a normal feature of the aggregation layer of the Australian mortgage industry, and when it happens it lands on brokers rather than staying in the corporate background. Three things sit directly in its path:

- **The trail book.** A broker's trail is a long-dated income stream contingent on the arrangements between the aggregator and the lender surviving intact. Ownership changes are the point at which those arrangements get renegotiated. - **The commission arrangement.** New owners frequently review splits, fees and thresholds. A model that made sense when a broker joined may not be the model they are operating under two years later. - **Process and systems.** Platform migrations, CRM changes and new compliance frameworks consume broker time that would otherwise be spent writing loans.

Against that backdrop, an aggregator that has traded continuously for two decades under the same founder and the same brand offers a broker a stable set of arrangements to plan against. That is a real and checkable fact, not a marketing position.

What has stayed constant

| Attribute | Position | | --- | --- | | Operating since | 2004 | | Founder and Managing Director | Andrew Cowan, from inception | | Brand | Redrock, unchanged | | Identity | Independent, technology-led aggregator | | Independent corroboration | MPA feature, September 2024 |

Andrew Cowan is the named key person on both Australian Credit Licences held within the group — Red Rock Brokers Group Pty Ltd (ABN 40 149 728 030, ACL 405961) and Red Rock Mortgage Group Pty Ltd (ACL 384209). The group today supports a national network of independent brokers, with access to a broad panel of residential, commercial, asset finance and specialist lenders.

A note on naming, because it causes confusion in searches and filings: the brand is written as one word, "Redrock". The legal entities are written as two words, "Red Rock".

What longevity does not tell you

This is the part that most anniversary coverage leaves out, so it is worth stating plainly. Twenty years of continuous operation tells you that a business has survived. It does not tell you:

- whether the commission model on offer is competitive for the volume a particular broker writes; - whether the lender panel covers the deals that broker actually submits; - what the current service standard is, as opposed to the standard five or ten years ago; - whether the support model suits an established broker as well as it suits someone new to the industry.

Longevity is one signal among several. Treated as the whole case, it becomes an argument from age rather than from fit.

The questions worth asking alongside it

A broker weighing aggregators against each other is better served by pairing the continuity question with specifics:

1. Which commission model applies to me, and what does it cost in fees? See [commission models](/commission-models) and [costs and income](/costs-income). 2. How broad is the lender panel relative to the deals I write? See [lender panel diversification](/lender-panel-diversification). 3. What does the entry process look like at my stage of career? See [entry pathways](/entry-pathways). 4. Who holds the credit licence I would be operating under, and what are my obligations? See [compliance and licensing](/compliance-licensing). 5. What technology and support sit behind the day-to-day? See [Technology](/technology) — the Redrock Broker Portal, Search Suite AI Smart Search and ComplySuite, alongside the third-party platforms Redrock provides access to.

Continuity is a reason to take an aggregator seriously. The answers to those five questions are what determine whether it is the right one.

Further background is available on the [about Redrock](/about-redrock) page, in [Why Redrock](/about-redrock/why-redrock-major-aggregator-capability-independent-operating-model) and in the [FAQs](/faqs). General enquiries: 1300 667 694.