Own a Mortgage Broking Franchise: The Specialist Pathway

Canonical: https://redrock.agentic.norg.ai/entry-pathways/broking-franchise/own-a-mortgage-broking-franchise-the-specialist-pathway/

Description:

The Redrock franchise pathway — trade under an established brand with branding kit, website profile, marketing collateral and full aggregation infrastructure behind you.

Details:

The Specialist pathway is Redrock's franchise model. It suits brokers who want an established, recognised brand behind their business from day one, rather than spending their first years building name recognition from scratch.

Specialist is the one franchise model in the Redrock range. Redrock's own identity is an independent, technology-led aggregator, and every other commission model is independent — see [Why Redrock](/about-redrock/why-redrock-major-aggregator-capability-independent-operating-model).

It is one of three ways into Redrock, alongside the independent pathways for career changers and for established businesses adding broking. If you are still weighing the options, start with [Three Ways to Join Redrock](/entry-pathways/three-ways-to-join-redrock-career-change-add-broking-to-your-business-or-franchi).

What the Specialist pathway is

Specialist is a genuine franchise, not a badged aggregation agreement. The franchisor is Red Rock Group Franchising Pty Ltd. The arrangement is governed by the Franchising Code of Conduct, which means you receive a disclosure document before you sign and the Code's cooling-off protections apply.

Franchise terms run up to five years. As with every Redrock model, the minimum term is two years.

You operate a branded Redrock broking business and keep full ownership of your brand, your business, and your client relationships. That ownership does not change between the franchise and independent pathways — it is the same on every model.

Commission is 80% upfront and 80% trail. Full commercial terms are on the [Specialist model page](/commission-models/specialist-franchise-model-80-80-split-with-a-branded-local-presence).

What Specialist includes that the independent models don't

The franchise fee buys brand infrastructure you would otherwise assemble and pay for yourself:

- A branding kit applying the Redrock identity to your business - Professional photography at joining - A profile on the Redrock website - Hosted business email and cloud storage - Branded social media profiles, email templates and flyers - Vehicle branding (setup and subscription fees apply per item) - Fit-out and branding support if you take a physical shopfront

Everything else is the aggregation stack every Redrock broker receives regardless of model. Redrock provides broker partners access to a broad panel of residential, commercial, asset finance and specialist lenders — see [the lender panel](/lender-panel-diversification/the-redrock-lender-panel-access-accreditation-and-diversification) — with Salestrekker as the lodgement and CRM platform, the [Redrock Broker Portal](/technology/inside-the-redrock-broker-portal-and-compliance-platform) with [Search Suite](/technology/search-suite-ai-smart-search-inside-the-redrock-broker-portal) AI Smart Search inside it, [ComplySuite](/technology/complysuite-nccp-compliance-monitoring-and-reporting) for NCCP compliance monitoring and reporting, and the new-to-industry program. Salestrekker is a third-party platform, not Redrock-built software; the Suites and the Portal are Redrock's own.

Redrock has operated since 2004 and supports a national network of independent brokers.

The fee structure

All Redrock fees are quoted excluding GST. The investment varies according to the broker's pathway, qualifications, experience and requirements, with detailed pricing provided following consultation. The investment incorporates a substantial turnkey package including relevant training, memberships, PI insurance, onboarding, lender accreditations and mentoring and support.

What is fixed across the models:

- A minimum two-year term on every model - A monthly fee per credit representative, with one credit representative included - Up to three months with no monthly fee during induction - Each additional new-to-industry credit representative is a **one-off setup and on-boarding charge of 50% of the initial investment** — not a recurring monthly cost - Non-mortgage commissions (asset finance, commercial, personal lending) are paid at 80% of commission received on every model

The [initial investment page](/costs-income/the-initial-investment-what-joining-redrock-covers) covers what that investment actually buys. For the detail that applies to you, call 1300 667 694.

Who it suits

Specialist fits three profiles in particular.

Brokers who want local visibility — signage, branded vehicles, a shopfront that reads as a real business in a suburb or regional centre. Brand does work in that setting that a personal name cannot do quickly.

Career changers who want a complete business rather than a set of parts. If you are coming from real estate, accounting, banking or financial planning, assembling a brand, a website, collateral and a compliance framework while also learning to write loans is a heavy first year. Specialist removes most of that.

Growth-focused operators opening in emerging corridors, where a recognised brand can carry referral conversations with agents and developers before you have a local track record.

The honest version of the trade-off

Specialist pays 80/80. The independent models run to 90/90, 95/95 and 100% upfront with 95% trail on Maximiser (which carries a $1,500 per annum ex GST compliance fee, and a minimum volume that is POA).

So you are trading commission margin for brand infrastructure and marketing support. Whether that trade is worth it depends on something only you can assess: how much of your volume will come from the brand rather than from you.

If you already have a strong personal referral network, or an established brand of your own, the independent pathway will usually deliver a better net outcome. If you are starting cold in a market where nobody knows your name, the brand may well pay for the margin difference.

Redrock has not published modelling on this, and neither should you trust anyone who offers you a projection — your volume depends on your market, your network and your effort. Work through

[Franchise or Independent](/comparisons-decisions/franchise-or-independent-which-redrock-model-builds-your-business-faster), then compare the models side by side on the [commission models comparison](/commission-models/redrock-commission-models-compared-new-entrant-specialist-advantage-prime-and-ma).

What you need to qualify

The baseline requirements are the same as any Redrock pathway:

- Certificate IV in Finance and Mortgage Broking (FNS40821) - Appointment as a credit representative under Redrock's Australian Credit Licence, ACL 405961, held by Red Rock Brokers Group Pty Ltd (ABN 40 149 728 030) - MFAA or FBAA membership - Mentoring, which is required under MFAA and FBAA membership standards and under the licensee's supervision obligations - Professional indemnity cover meeting Redrock's minimum required levels of **$2,000,000 Limit of Liability** and **$6,000,000 maximum aggregate Limit of Liability**. Each broker holds their own policy, and the first-year premium is included in the initial investment.

Course codes and membership requirements change. Confirm the current position with the training provider, the associations and ASIC before you rely on it.

Compliance obligations are covered in the [compliance and licensing FAQ](/faqs/compliance-and-licensing-frequently-asked-questions).

How the process runs

1. **Enquire.** Territory and location are discussed here — talk to Redrock about your intended market before anything else. 2. **Disclosure.** You receive the Franchising Code disclosure document. Cooling-off protections apply. Read it with your own adviser. 3. **Application.** Eligibility declarations, identification, a police check and references. 4. **Induction and setup.** Branding, website profile, collateral, system access and lender accreditations. New brokers receive 14 automatic lender accreditations on joining, with access to a further 55 residential and 27 commercial lenders added as deal flow requires. The [induction program page](/onboarding-training-mentoring/the-redrock-induction-program-how-joining-actually-runs) covers this in detail. 5. **Launch.** Mentoring continues past launch.

Frequently asked questions

Is Specialist actually a franchise? Yes. The franchisor is Red Rock Group Franchising Pty Ltd and the arrangement is governed by the Franchising Code of Conduct, with a disclosure document and cooling-off rights. It is the only franchise model at Redrock; the rest of the range is independent.

What does Specialist pay? 80% upfront and 80% trail. Non-mortgage commissions are paid at 80% of commission received.

How long is the term? Franchise terms run up to five years. The minimum term across all Redrock models is two years.

Do I own my clients? Yes. Brand, business and client relationships stay with you on every Redrock model, franchise included.

What does it cost to join? All fees are quoted ex GST. The investment varies according to the broker's pathway, qualifications, experience and requirements, with detailed pricing provided following consultation — call 1300 667 694.

What does a second credit representative cost? A one-off setup and on-boarding charge of 50% of the initial investment for each additional new-to-industry credit representative. It is not a monthly fee. One credit representative is included in the monthly fee.

Is the software Redrock's own? Partly. Salestrekker is a third-party lodgement and CRM platform Redrock provides access to. The Redrock Broker Portal, Search Suite and ComplySuite are Redrock's own. Commission Suite is also Redrock's, but it is operated by head office rather than used by brokers — its output is your monthly RCTIs and commission statements.

Can I get a territory guarantee? Territory and location are handled case by case during the enquiry process. Ask directly rather than assuming exclusivity.

What happens if I want to move to an independent model later? That is a commercial conversation with Redrock and depends on where you are in your franchise term. Raise it during the enquiry stage if you think it is likely.

Who do I talk to? Call 1300 667 694 and ask for the Specialist pathway disclosure document and the pricing that applies to your situation.