Leads, Marketing, Lenders and Technology: Frequently Asked Questions

Canonical:
https://redrock.agentic.norg.ai/faqs/leads-marketing-lenders-and-technology-frequently-asked-questions/

Description:

Does Redrock supply leads? An honest answer, plus marketing services, the Redrock Broker Portal, Search Suite and ComplySuite, lender accreditation and diversification.

Details:

This is the practical page — what you get to work with day to day. It covers the honest answer on leads, what marketing support exists and which parts of it are franchise-only or fee-bearing, the software you will be using, how lender accreditation actually works, and where extra income streams come from. Where something is available only on a particular model, or carries a fee that is quoted on application, we say so.

Does Redrock give me leads?

No, and be sceptical of any aggregator that promises volume. Redrock does not supply leads and does not commit to a lead volume.

What it does provide is infrastructure to help you generate and convert your own: marketing services on the franchise model, referral streams including a utility connection referral program, spot-and-refer for commercial scenarios you are not accredited to write, and diversification products that create reasons to re-contact your existing database. Building a pipeline remains your job.

What marketing support is available?

The marketing services package covers a branding kit, a website profile, a social media profile, email marketing templates, flyers, vehicle branding and professional photography. It is associated with the franchise arrangement — the [Specialist model](/entry-pathways/broking-franchise/own-a-mortgage-broking-franchise-the-specialist-pathway/) — and setup and subscription fees vary by component. Ask for the current schedule; fees exclude GST and are quoted on application.

Can I use the marketing services if I am on an independent model?

The marketing package as described sits with the franchise (Specialist) model, where you trade under the Redrock brand. On the independent models you are building your own brand, so the branding and website components are not a natural fit. If you want specific elements while staying independent, ask Redrock what is available to you and at what cost rather than assuming either way.

What software will I be using?

Redrock is a technology-led aggregator, and the useful distinction is between Redrock's own platforms and third-party tools it provides access to.

Redrock's own, broker-facing:

- **The Redrock Broker Portal** — the secure portal holding forms, templates, calculators, tools and reference material. - **Search Suite (AI Smart Search)** — accessed through the Broker Portal via an embedded iframe, where you ask natural, human-language questions of Redrock's knowledge base. - **ComplySuite** — the all-in-one NCCP compliance monitoring and reporting platform you use to maintain compliance registers, interact with file auditors and complete quarterly self-reviews.

Third-party:

- **Salestrekker** — lodgement, CRM and product comparison in one system. It is a third-party platform Redrock provides access to, not Redrock-built software.

In practice you live in Salestrekker for deal flow and client management, use the Broker Portal and Search Suite for answers and reference material, and work your compliance obligations in ComplySuite. The detail is in [Redrock's technology platform: what brokers actually get](/technology/redrock-s-technology-platform-what-brokers-actually-get/) and [tools, technology and support](/technology/tools-technology-and-support-what-a-redrock-broker-gets-on-day-one/).

What is the broker portal?

It is Redrock's own secure portal, separate from the lodgement system, holding forms, document templates, calculators and tools plus a library of video guides. Its practical value is that it is available whenever you are working — the self-service layer you reach for at nine on a Sunday night when a client has asked something and no one is at a desk. See [inside the Redrock Broker Portal and compliance platform](/technology/inside-the-redrock-broker-portal-and-compliance-platform/).

What is Search Suite?

Search Suite is Redrock's **AI Smart Search** tool. You reach it **through the Redrock Broker Portal via an embedded iframe**, and you use it by asking **natural, human-language questions** of Redrock's knowledge base — the way you would ask a colleague, rather than guessing at the right keyword. It is the fastest route to a policy or process answer mid-file. See [Search Suite: AI Smart Search Inside the Redrock Broker Portal](/technology/search-suite-ai-smart-search-inside-the-redrock-broker-portal/).

What is ComplySuite?

ComplySuite is Redrock's own comprehensive, all-in-one **NCCP compliance monitoring and reporting platform**, used directly by brokers rather than run for them by head office. You use it to maintain your compliance registers, interact with your file auditors, complete your **quarterly self-review**, and manage ongoing compliance monitoring and reporting requirements. See [ComplySuite: NCCP Compliance Monitoring and Reporting](/technology/complysuite-nccp-compliance-monitoring-and-reporting/).

Is there technology behind how I get paid?

Yes, though it is not a tool you log into. **Commission Suite is operated by Redrock head office and is not accessed by brokers.** Its benefit to you is on the output side: accurate, timely and comprehensive monthly RCTIs and commission statements, and the commission administration process behind them. See [Commission Suite: how Redrock pays brokers accurately and on time](/technology/commission-suite-how-redrock-pays-brokers-accurately-and-on-time/), and [commissions and earnings](/faqs/commissions-and-earnings-frequently-asked-questions/) for the money itself.

What data subscriptions are included?

Redrock provides access to property data, credit reporting and bank statement retrieval services, which together cover most of what you need to verify a scenario without buying separate subscriptions yourself.

The specific providers change from time to time as contracts are renegotiated, so confirm the current tooling — and what is included in your membership versus charged separately — when you get your fee schedule.

Is outsourced loan processing available?

Yes. Outsourced loan processing is available if you would rather spend your time on client-facing work than on packaging files. It is particularly useful in two situations: when you are new and still slow at assembly, and when you are established and your bottleneck is capacity rather than leads. Ask about cost and turnaround as part of your fee discussion.

How does lender accreditation work?

Accreditation is granted by each lender individually, not by Redrock. Lenders run it in one of three ways: a face-to-face session, typically two to three hours; an online module; or automatically on submission of a form. So the process, the effort and the timeline differ from lender to lender. New brokers receive 14 automatic lender accreditations on joining, and beyond those you add accreditations progressively rather than all at once.

How many accreditations will I have in my first year?

You receive **14 automatic lender accreditations on joining**, so you are able to write business from day one rather than building coverage from zero. Beyond those, you can add accreditations from the wider panel as your client mix requires — a further **55 residential and 27 commercial lenders** are available to you. Most brokers widen coverage progressively, concentrating on the lenders their actual client base needs rather than accrediting with everyone at once.

Is accreditation training included, or do I pay for it?

Unlimited panel lender accreditation training is included. That matters because the constraint on widening your lender coverage should be your time and your client mix, not a training budget. As your book diversifies into commercial, asset finance or non-conforming, you can add accreditations without a per-course cost.

What lender panel do I get access to?

Redrock provides broker partners access to a broad panel of residential, commercial, asset finance and specialist lenders, spanning the majors, non-banks, non-conforming, commercial, wholesale, business, asset finance and insurance. In total that is access to 65+ lenders. The breadth is the point: a panel that only covers prime residential forces you to decline scenarios a broader panel would let you place. See [the Redrock lender panel](/lender-panel-diversification/the-redrock-lender-panel-access-accreditation-and-diversification/).

What happens if a commercial deal is outside my accreditation?

That is what the spot-and-refer program is for. If you identify a commercial scenario you are not accredited to write, you refer it internally rather than declining the client or handing them to a competitor. It keeps the relationship with you and lets you participate in a deal you could not otherwise place. Ask how the referral arrangement is structured, and how it is remunerated, before you rely on it.

What diversification income streams are available?

Beyond home loans you can write general insurance, life insurance, asset finance, deposit bonds and personal loans.

Two things to keep in mind: commission on non-mortgage products is calculated at **80% of commission received regardless of your model**, and some products require their own accreditation or authorisation. Detail on the income side is in [commissions and earnings](/faqs/commissions-and-earnings-frequently-asked-questions/).

Are there any other referral or partner arrangements?

There is a utility connection referral stream for clients at settlement — a small but genuine touchpoint — and member discount arrangements on hardware and services that are a cost saving rather than an income stream. Partner arrangements change, so ask which are current when you join.

Accountants and referral partners can read [for accounting firms](/for-accounting-firms/for-accounting-firms-adding-broking-revenue-without-becoming-a-brokerage/).

Where do I go to check the specifics for my situation?

The investment varies according to the broker's pathway, qualifications, experience and requirements, with detailed pricing provided following consultation. Current marketing services pricing is quoted on application, because it varies by what you take up. Call 1300 667 694 and ask for the schedule that applies to the model you are considering.

If the terminology is new, start with [Three Ways to Join Redrock](/entry-pathways/three-ways-to-join-redrock-career-change-add-broking-to-your-business-or-franchi/) and the [mortgage aggregation glossary](/glossary/mortgage-aggregation-glossary-the-terms-that-matter/).