



ubank

Broker buzz

Hi,

With the holiday break well and truly behind us, it's great to see everyone settled back in and re-energised.

My family and I had a great break. After returning from a European summer last year, my wife and I decided to have a staycation with our two girls and simply experience Sydney as tourists.

Now that we're in March, here's a quick recap of a couple of our key focuses this year:

 **We're listening to your feedback.**

We **conducted one-on-one in-depth interviews** with 43 of our ubank brokers with the aim of better understanding their needs, motivations, goals, and feedback on their ubank experience.

 **We've got plans in action.**

This feedback helped lay the foundation for our roadmap ahead. We're now working hard on a project that **will look to streamline some of our processes**, which we'll launch later this year.



International Women's Day 2024 🌐

We hear from Cara Giovianzzo from Borro and ubank's Sarah Madigan & Naomi Sekeres about what this year's theme means to them.

[Watch here](#)

Hot tip 💧

Home Loan content is growing massively on TikTok, with 69m views of #Mortgage content in the last 12 months! Reach buyers in the lead up to purchase by entertaining and educating target audiences, whilst demonstrating your point of difference.

Lunar New Year | Broker Banter 🌏

To mark this special occasion, David Lucas from Indigo Finance and BDM Richie chat all things Lunar New Year and go neck-to-neck in some high-stakes trivia 📺



[Watch here](#)

Last week was IWD and as a dad of two girls, this day has taken on a new meaning for me in recent years. I understand the importance for both girls and boys to have equal access to resources, opportunities, and role models to achieve their dreams, and our roles in continually striving for diversity,

equity, and inclusion for our future generations. So it means a lot to be able to discuss these topics openly within our team and the broker network too.



Until next time,

George Srbinovski

Head of Broker Distribution

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