



THE UK'S NO.1 WAY TO
LAUNCH YOUR COMMERCIAL
FINANCE BUSINESS



LICENCE PACK
2025

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Introduction...



“

You're only ever one decision
away from changing your life...

By this point you should have had a call with a member of our team and understand the opportunity , this document will detail what's involved in full.

Please take some time to read through the following information in detail, paying close attention to what is required in order to make a success of working with Broker Launch to launch or grow your business in finance and close more deals.

Spaces are limited to 1 per month to ensure service levels remain high, so please ensure if you'd like to reserve a space, that you are certain about your decision.

1

HOW WE CAME TO BE



In 2015, David embarked on an exciting journey in the finance industry, driven by his passion for assisting businesses in need of funding. Despite facing initial challenges and working with a mix of experiences, David persevered.

The turning point came in 2018 when he encountered a setback, losing over £290,000 in commission overnight due to an unfortunate broker partnership. Instead of being disheartened, David saw this as an opportunity to lay the foundation for a successful career in commercial finance.

Determined to create a better path, David founded Broker Launch, a unique platform that stands out in the market. Unlike other options such as buying a franchise or becoming an AR of a larger firm, Broker Launch empowers individuals to build their own brokerage. With exclusive lender partnerships, entrepreneurs can retain 100% of their hard-earned commissions, eliminating the need to give away control or a significant portion of their income.

Broker Launch isn't just a business venture; it's a support system that provides proven, battle-tested systems to guarantee success. No more guesswork or hassle—just a clear roadmap to building a thriving brokerage. The platform not only guides you through the process but also reveals the keys to generating a consistent flow of 30-60 leads per month, ensuring sustained success.

The focus is on empowerment and independence. Broker Launch equips individuals with the knowledge and skills to handle every aspect of their business, allowing them to create a lasting legacy for themselves and their families. It's not just about building a business; it's about building a business for life, with the freedom to chart your own course to success.

A stylized, handwritten signature in white ink that reads "David Lawless". The signature is fluid and cursive, with a large, sweeping 'D' and a long, horizontal flourish at the end.

Founder & MD
Broker Launch



WHAT IT'S ALL ABOUT



At Broker Launch, our mission is to empower ambitious individuals to confidently launch and grow their commercial finance businesses.

Leveraging our extensive industry experience and deep understanding, we provide personalised guidance and unwavering support at every step of the journey.

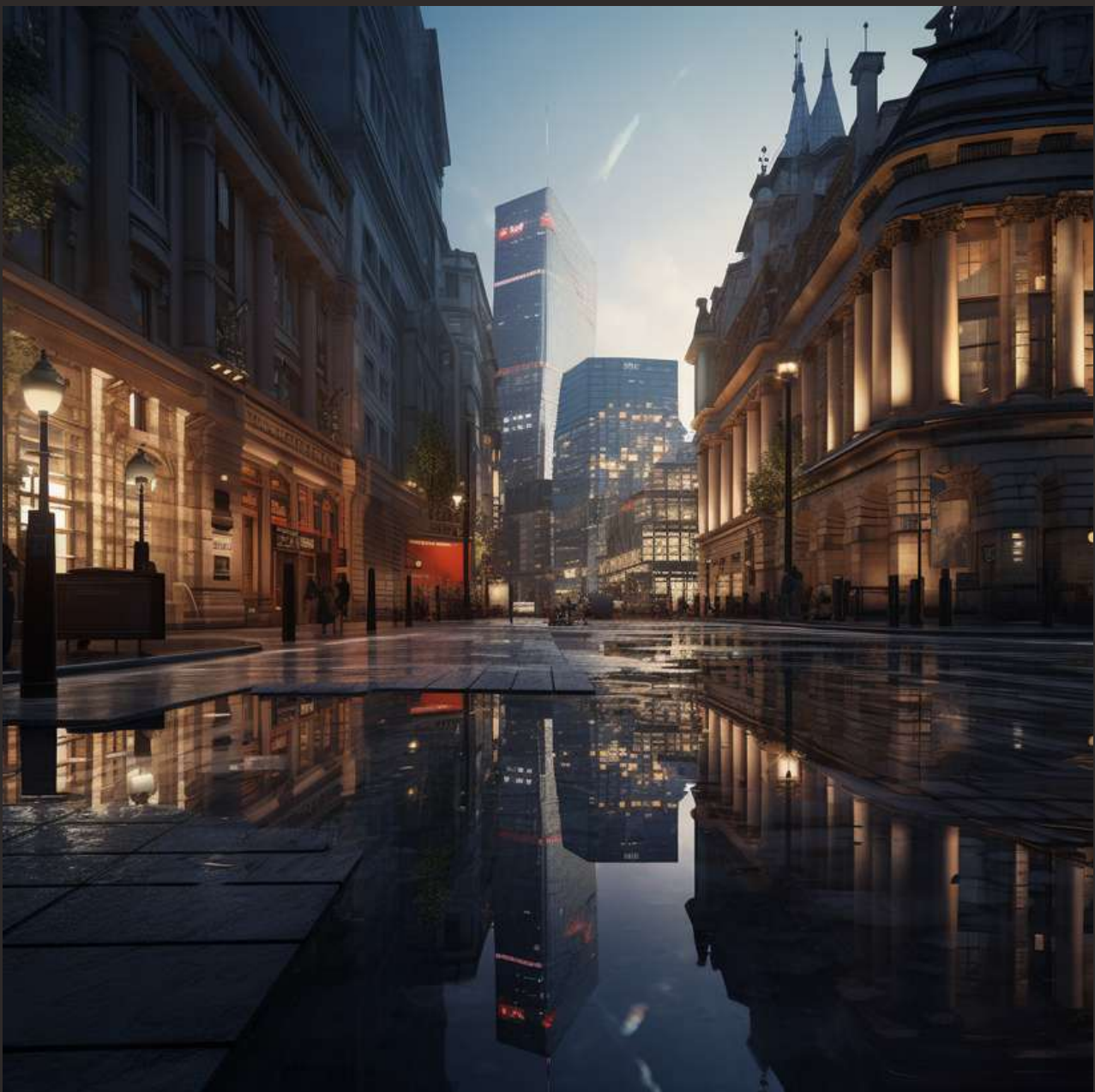
Through the strategic integration of technology, we ensure that our clients retain full control and ownership of their businesses, transforming their entrepreneurial dreams into thriving realities.

Our vision is to become the leading catalyst for entrepreneurial growth in the UK's commercial finance industry. We envision a future where individuals, regardless of their prior exposure to the industry, can break into and thrive within the sector.



Through unmatched guidance, support, pioneering technology, and strategic business insights, we are redefining entrepreneurial success. We are committed to empowering our clients by providing them with complete control and ownership.

By setting new industry standards and embracing innovation, we differentiate ourselves as a trusted partner in your journey towards success.



③

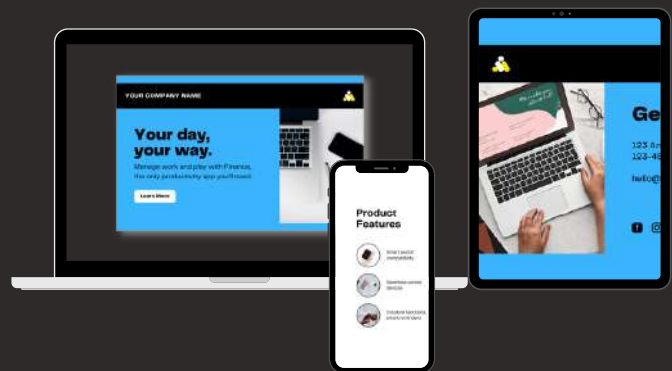
WHY OUR METHOD IS SO EFFECTIVE





Broker Launch is the first and last solution you need to allow you to launch your business in commercial finance, without the hassle of learning it on your own and making mistakes along the way, this will save you years of life lessons and tens of thousands in lost income, Broker Launch stands on it's own & exists to let you to thrive.

You'll receive everything you'll ever need to launch, run & grow a successful business in commercial finance, owning & controlling it 100% and keeping 100% of the commissions earned on all deals.

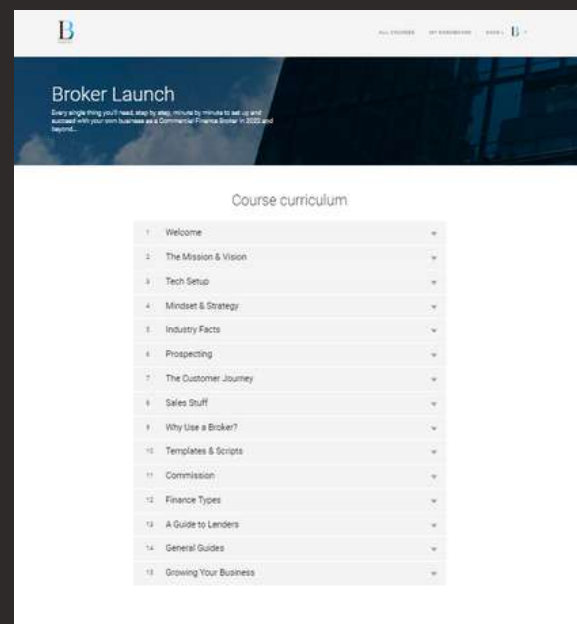


You'll operate under your own brand and website, using our lender network (which becomes yours), proven methods and systems, to fast track your business to £100k + years and beyond. Not only that, but we'll show you how to consistently generate 30 - 60 high quality leads per person, into your business every month for life.



You'll also have access to our training portal, which includes hundred of resources and training to ensure you have the highest chance of success.

+ much, much more...



THE MARKET OPPORTUNITY



It helps to understand the scope of the industry, and the great demand for what you will be able to provide (capital). Each finance product offered is a billion pound plus industry on its own. If you offer 12 commercial finance products, that is 12 x a billion pounds plus! You'll struggle to find a larger space or greater place in which to start.

The best part is, you'll be able to provide capital – the lifeblood that every business or commercial property investor needs, without it, businesses fail. Access to financing is vital, and we have a recession-resistant business model, how? The demand for what you provide will always be at a constant high. By having the right lenders in your toolbox, you can approve deals that banks decline and be more competitive on the deals that banks might approve. In short, the commercial finance industry is extremely lucrative and very prestigious.

No matter how the economy is doing, the demand for capital is always at a constant high. When the economy is booming, businesses and commercial property investors need capital to grow. When there is an economic downturn, businesses and property investors find themselves in greater need of capital. At the same time, banks are employing more restrictive lending practices, making it harder for business owners and property investors to get the capital they need. Because of this, there has never been a better time to launch in commercial finance.

"Right now, most high street banks are not lending to businesses, and those that do are only approving 30 to 40% of applications. That leaves 60 to 70% of businesses in need of a source for commercial loans."

4

WHAT'S INCLUDED



Bulletproof Lead Generation!

Arguably the most important part...



METHODS WE RUN WITH YOU

DIFFICULTY	METHOD	NUMBER OF MONTHLY LEADS
MEDIUM	 LinkedIn	12 - 20
EASY	  Meta/Instagram Ads	30 - 60
HARD	 Email Marketing <i>(Additional Costs Apply)</i>	25 - 100
MEDIUM / HARD	 Partnerships	5 - 10 PER PARTNER
MEDIUM / HARD	 Cold Calling	20 - 30
MEDIUM	 Networking / Events	5 - 10
EASY	 Referrals	3 - 5

ONLINE TRAINING PORTAL

The screenshot shows the 'Broker Launch' online training portal. At the top, there's a navigation bar with a logo 'B' and links for 'ALL COURSES', 'MY DASHBOARD', and 'BROKER L'. Below this is a hero section with the title 'Broker Launch' and a subtitle: 'Every single thing you'll need, step by step, minute by minute to set up and succeed with your own business as a Commercial Finance Broker in 2022 and beyond...'. The main content area is titled 'Course curriculum' and displays a list of 16 modules. The first module, '1 - Welcome', is expanded, showing two sub-items: 'Congratulatory & Welcome - Why You've Made a Great Decision!' and '10 Reasons You've Made a Great Decision'. The remaining modules are listed sequentially from 2 to 16.

Module Number	Module Title	Expand/Collapse Icon
1	1 - Welcome	^
	☐ Congratulatory & Welcome - Why You've Made a Great Decision!	
	📄 10 Reasons You've Made a Great Decision	
2	2 - The Mission & Vision	▼
3	3 - Tech Setup	▼
4	4 - Mindset & Strategy	▼
5	5 - Industry Facts	▼
6	6 - Prospecting	▼
7	7 - The Customer Journey	▼
8	8 - Sales Stuff	▼
9	9 - Why Use a Broker?	▼
10	10 - Templates & Scripts	▼
11	11 - Commission	▼
12	12 - Finance Types	▼
13	13 - Specialist Property Finance	▼
14	14 - A Guide to Lenders	▼
15	15 - General Guides	▼
16	16 - Jargon Busters	▼

66 comprehensive online lessons to work through at your own pace. In the early days, you'll have some time to work through this whilst the team are building out your business.

QUALIFICATION

After a few month trading, when you are starting to become accustomed to the process. You can start working on your Specialist Property Finance training.

Created in association with the Financial and Intermediary Broker Association (FIBA) and the Bridging and Development Lenders Association (BDLA), the Certified Practitioner in Specialist Property Finance (CPSP) programme is a level 3 training programme offered by the London Institute of Banking and Finance (LIBF).

The programme helps learners advise on commercial lending, buy-to-let, bridging loans and development finance and takes approximately three to six months to complete (though you have up to twelve months!), and at the end of the programme you will receive a digital badge which you can share on your emails, marketing materials, and social media

Endorsed by the London Institute of Banking & Finance, an industry recognised qualification.



COMPLIANCE

FIBA (Financial Intermediary & Broker Association)

Overview:

FIBA is a prominent trade body in the UK representing intermediaries and brokers in the commercial finance sector. It provides support, resources, and advocacy for its members, ensuring they operate professionally and adhere to industry standards.

Key Roles and Services:

1. Representation and Advocacy:

- Acts as a voice for commercial finance brokers, representing their interests with regulators, government bodies, and other industry stakeholders.*
- Engages in lobbying efforts to influence policy and regulatory changes that impact the commercial finance sector.*

2. Professional Development:

- Offers a range of training programs, workshops, and seminars to enhance the skills and knowledge of its members.*
- Provides continuous professional development (CPD) opportunities to ensure brokers stay updated with industry best practices and regulatory changes.*



SimplyBiz



COMPLIANCE

3. Compliance Support:

- *Guides compliance with industry regulations, helping brokers navigate complex regulatory landscapes.*
- *Offers resources and tools to ensure members meet legal and regulatory requirements, reducing non-compliance risk.*

4. Networking Opportunities:

- *Facilitates networking events and conferences, allowing members to connect with peers, lenders, and other key industry players.*
- *Encourages collaboration and knowledge sharing among members.*



SimplyBiz



COMPLIANCE

SimplyBiz

Overview:

SimplyBiz is a leading provider of compliance and business support services to financial advisers, including commercial finance brokers. They offer a wide range of services designed to help businesses comply with regulatory requirements and operate efficiently.

Key Roles and Services:

1. Compliance Support:

- Provides comprehensive compliance support, including advice, audits, and ongoing monitoring to ensure brokers adhere to regulatory standards.*
- Offers tailored compliance solutions specific to the needs of commercial finance brokers, ensuring they remain compliant with FCA (Financial Conduct Authority) regulations and other relevant legal frameworks.*

2. Business Support:

- Supplies a variety of business support services, including marketing, training, and development resources.*
- Helps brokers improve their business operations, increase efficiency, and grow their client base through targeted support programs.*



SimplyBiz



COMPLIANCE

3. Training and Development:

- *Delivers extensive training programs on compliance, regulatory updates, and best practices in the commercial finance industry.*
- *Provides access to a wealth of educational resources and CPD opportunities to help brokers enhance their professional expertise.*

4. Technology Solutions:

- *Offers advanced technology solutions to streamline business processes, including compliance management systems and client relationship management (CRM) tools.*
- *Ensures brokers have access to the latest technological innovations to support their operations and compliance efforts.*



SimplyBiz



COMPLIANCE

Role in Providing Compliance to Your Business as a Commercial Finance Broker:

1. Ensuring Regulatory Compliance:

- Both FIBA and SimplyBiz play crucial roles in helping your business stay compliant with industry regulations. They provide guidance, resources, and tools to navigate the regulatory landscape effectively.*
- FIBA offers industry-specific compliance advice and advocacy, while SimplyBiz provides tailored compliance support and technology solutions to manage compliance efficiently.*

2. Professional Development and Training:

- Access to training and development programs from FIBA and SimplyBiz ensures you and your team stay informed about regulatory changes and industry best practices.*
- Continuous professional development opportunities help maintain high standards of professionalism and compliance within your business.*



SimplyBiz



COMPLIANCE

3. Business Support and Growth:

- SimplyBiz's business support services can help enhance your business operations, improve efficiency, and drive growth. This includes marketing support, technology solutions, and strategic advice.*
- FIBA's networking opportunities and industry representation can open doors to new business partnerships and opportunities, fostering growth and development.*

4. Risk Management:

- By leveraging the compliance support and resources provided by FIBA and SimplyBiz, we can mitigate the risk of non-compliance, avoiding potential legal issues and financial penalties.*
- Ongoing monitoring and audits from SimplyBiz ensure your business remains compliant with evolving regulations, reducing the risk of regulatory breaches.*

In summary, both FIBA and SimplyBiz will be valuable partners in providing compliance support and enhancing the operational efficiency of your business as a commercial finance broker. Their comprehensive services ensure we stay compliant, professionally developed, and well-supported in the competitive financial industry.



SimplyBiz



DOCUMENT HUB

All the templates, tools, documents, scripts, systems, legals, software and applications you'll need, to run your business efficiently.



Document Hub

Here, you'll find all the templates, docs, agreements, and marketing materials, to help you run your business successfully.



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LENDER HUB

160 + LENDERS ACROSS 12 FINANCE SECTORS
RANGING FROM PRIME, NEAR PRIME, MID
PRIME, SUB PRIME AND NON STATUS. PLUS,
EARN ENHANCED COMMISSIONS AS PART OF
BROKER LAUNCH, WHILST RETAINING
OWNERSHIP OF THE LENDER RELATIONSHIP.



COMMERCIAL
MORTGAGES

DEVELOPMENT
FINANCE

BUY-TO-LET
MORTGAGES

BRIDGING
LOANS

SECURED BUSINESS
LOANS

STRUCTURED
FINANCE

UNSECURED
BUSINESS LOANS

INVOICE
FINANCE

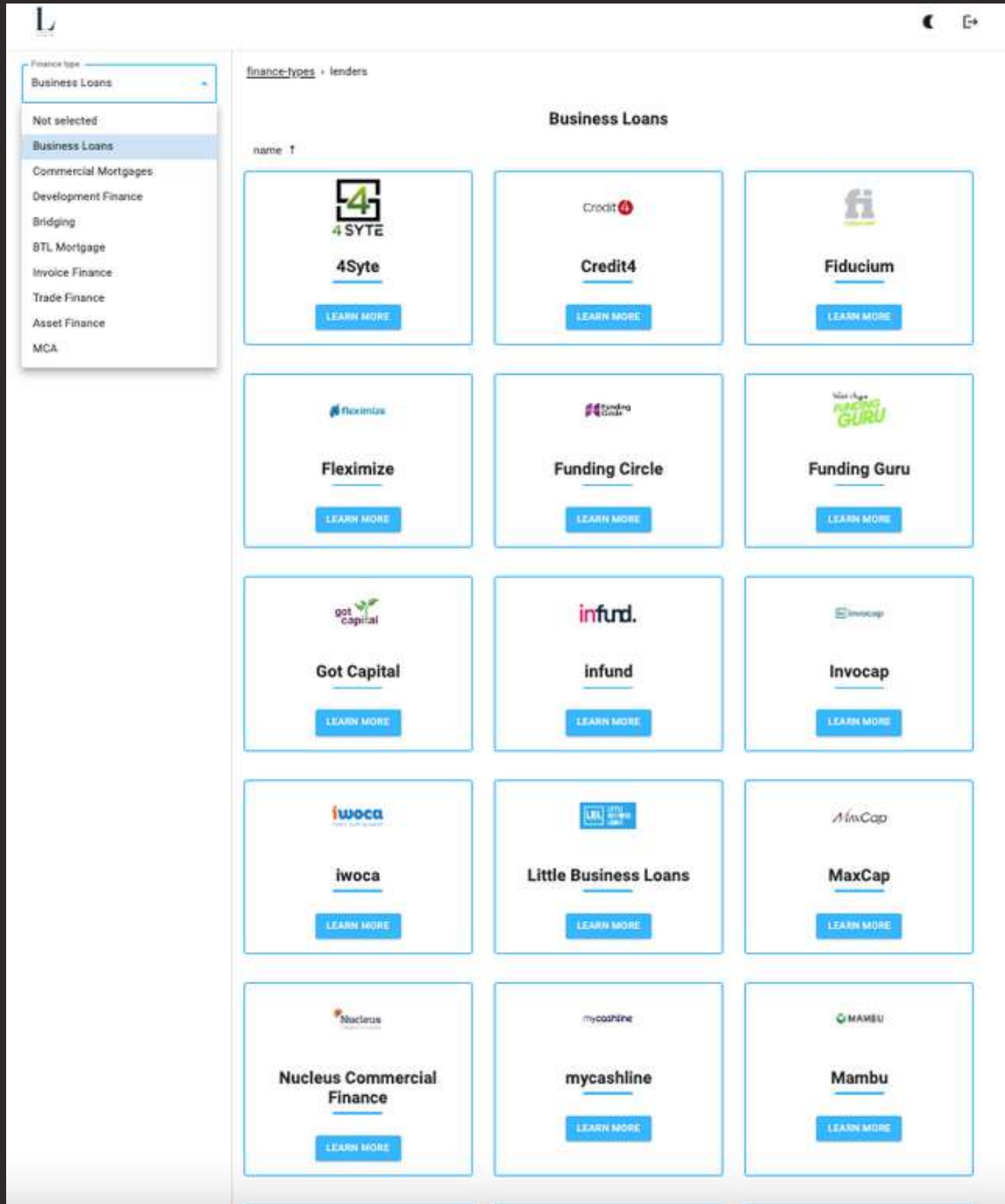
TRADE
FINANCE

ASSET
FINANCE

MERCHANT CASH
ADVANCE

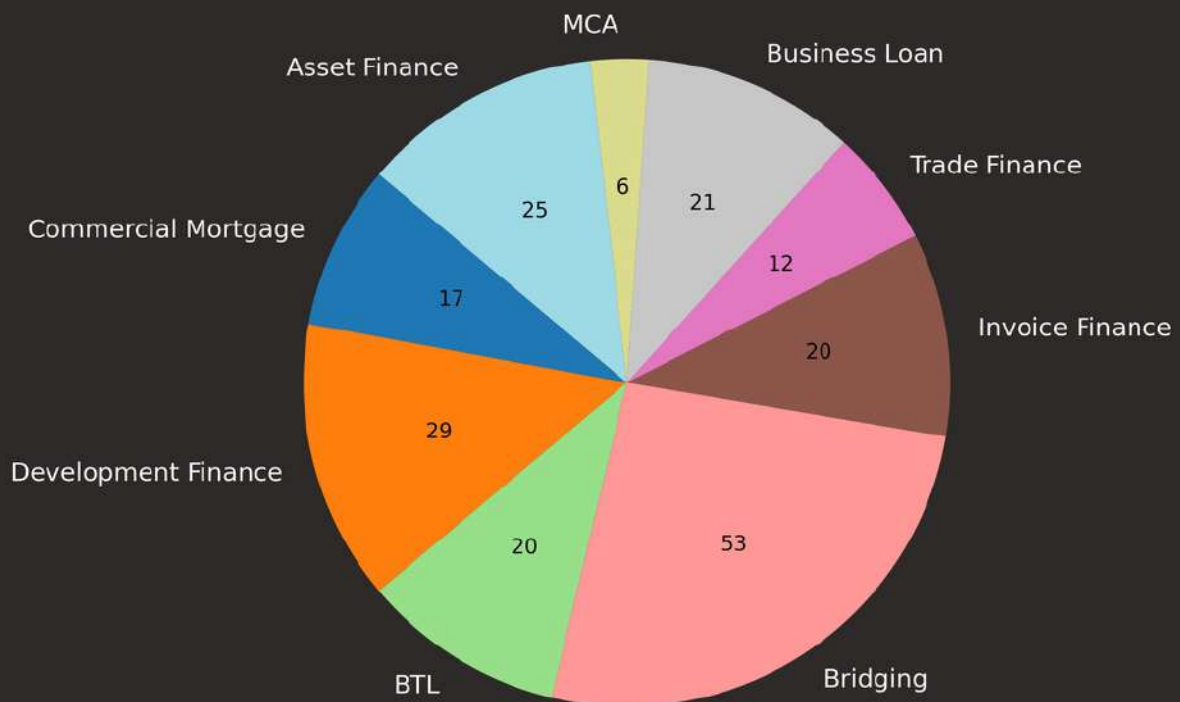
ACQUISITION
FINANCE

THE LENDER LAUNCH APP!



An innovative and in depth lender sourcing app, making your life easier when identifying lenders for your clients funding needs. Speed is key.

LENDER ONBOARDING - 160 + LENDERS SNAPSHOT...



LIFETIME WEEKLY SUPPORT CALLS



Although we do virtually all of the setup for you, we will still need to work closely with you to build your systems, processes and campaigns.

It will be all hands on deck to launch or grow your commercial finance brokerage, but we hold your hand every step of the way to ensure you know what you're doing.

During this time there be lots going on, so we will weekly video calls to to help support you in your cases, lender placement, lead generation, sales skilss and collaborate with the team on these items to help each other.

"DONE WITH YOU DEALS" HERE TO SUPPORT YOUR BUSINESS AS AND WHEN YOU NEED



"Done with you Deals" this means we will help liaise between the client, lender and you, under your brand, i.e. we use an email you issue us and work as a partner of your business for the deal until completion.

We can do as much or as little as you need, have pre client call briefings and post client call briefings, break everything down and lay out next steps, we will be the helping hand that makes sure it gets done right first time.

For this involvement the deal split would be 75% to you and 25% to us - this is a heavily discounted split as the market norm is 50/50.

We will also never charge more than 25% on a done with you deal, this includes your licensing fee.

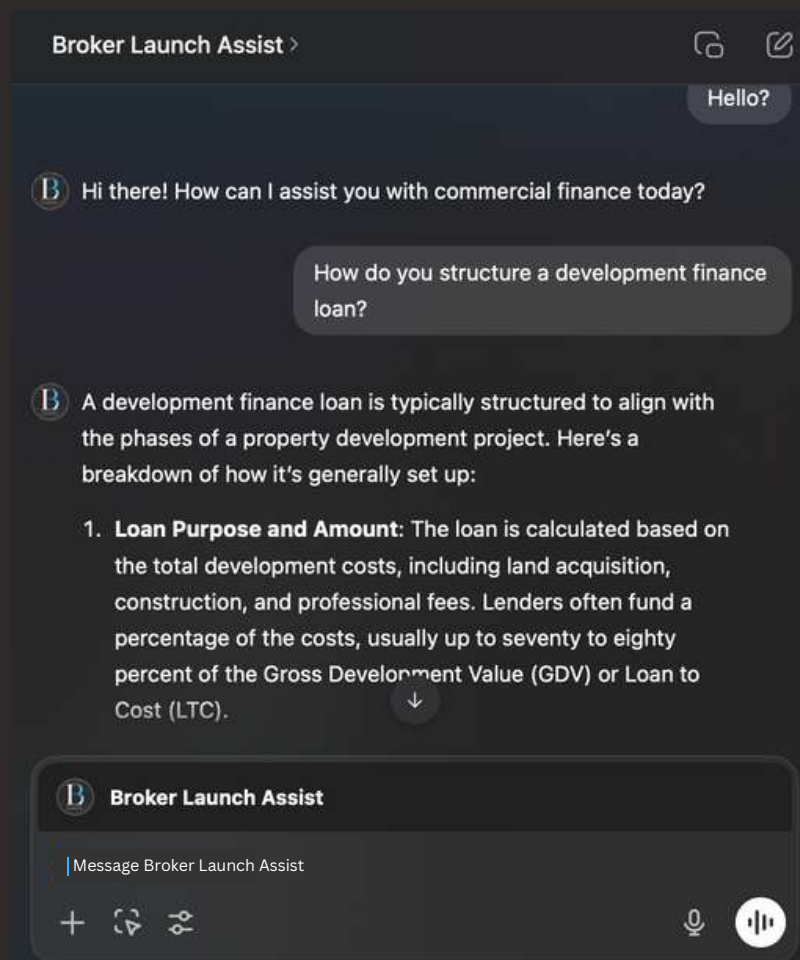
This may be utilised for various reasons including simply time off, holiday, hospital trip or any number of last minute events in life.

BROKER LAUNCH ASSIST

O U R A D V A N C E A I C H A T A S S I S T A N T



Broker Launch Assist, is a specialised ai tool designed to support our brokers in the UK with originating loans, specifically within the domain of specialist property finance and business loans. Its focus includes bridging loans, development finance, commercial mortgages, and buy-to-let mortgages, business loans, invoice and trade finance including much more.

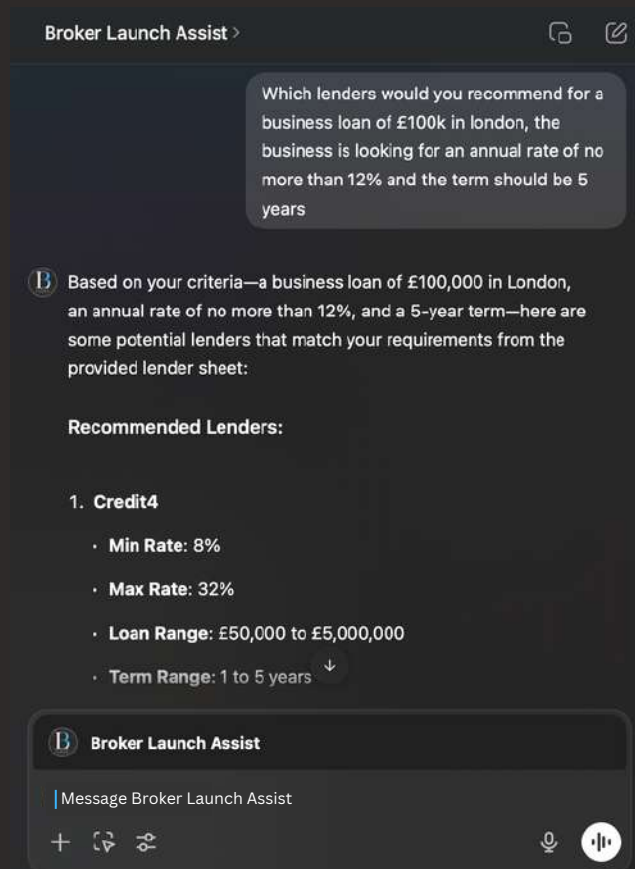
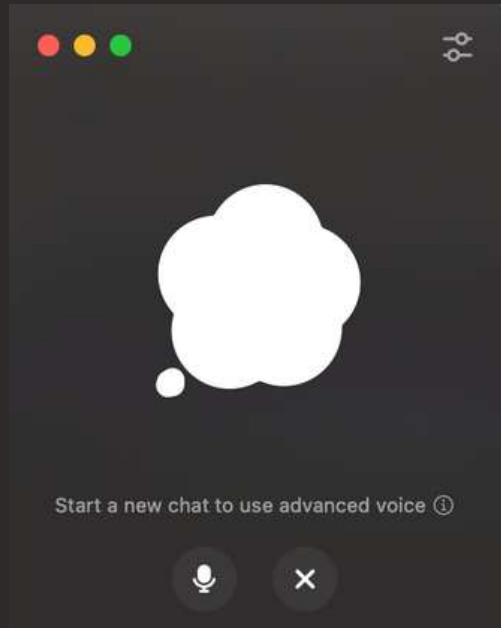


BROKER LAUNCH ASSIST

OUR ADVANCE AI CHAT ASSISTANT

Its primary focus is on assisting brokers with matching clients to appropriate lenders, ensuring compliance with industry standards.

You can interact with it using either text input by yourself or you can turn on the voice assistant and simply have a conversation.



The AI provides tools for conducting effective fact-find calls, outlining best practices and frameworks to gather critical client information and build trust. It also summarises lender-specific information, such as terms, rates, and processing times, helping brokers identify the best funding options. Tailored to the UK market, Broker Launch Assist offers clarity and precision, enhancing brokers' efficiency without providing financial advice or market predictions.



WHAT CAN YOU EARN?

3 Year Projection



(These earnings are typical and based on a single person operating on their own in year 1, then working with a business partner or building a team year 2 - 5, having a strong current network or support can generate much higher income)

Year 1

Year 1 Financial Projections				
Deal Type	Business Loan A		Deal Type	Business Loan B
Funding Amount	£25,000.00		Funding Amount	£75,000.00
Broker Fee	3%		Broker Fee	3%
Lender Comms	5%		Lender Comms	5%
Combined Comms	8%		Combined Comms	8%
Total Comms £	£2,000.00		Total Comms £	£6,000.00
Broker Launch Licence Fee	£75.00		Broker Launch Licence Fee	£225.00
Deal Type	Asset Finance - Truck		Deal Type	Bridging Loan
Funding Amount	£45,000.00		Funding Amount	£65,000.00
Broker Fee	0%		Broker Fee	£1,995.00
Lender Comms	6%		Lender Comms	1%
Combined Comms	6%		Combined Comms	1% plus £1995
Total Comms £	£2,700.00		Total Comms £	£2,645.00
Broker Launch Licence Fee	£270.00		Broker Launch Licence Fee	£199.50
Deal Type	Commercial Mortgage		Deal Type	Commercial Mortgage
Funding Amount	£365,000.00		Funding Amount	£1,200,000.00
Broker Fee	1%		Broker Fee	1%
Lender Comms	1%		Lender Comms	1%
Combined Comms	2%		Combined Comms	2%
Total Comms £	£7,300.00		Total Comms £	£24,000.00
Broker Launch Licence Fee	£365.00		Broker Launch Licence Fee	£1,200.00
Deal Type	Deals Per Year	Comms Per Deal	Comms Per Annum	Yr 1 Annual Commisison Projection Less BrokerLaunch 10% Licensing Fee
Business Loan A	6	£2,000.00	£12,000.00	
Buiness Loan B	6	£6,000.00	£36,000.00	
Asset Finance	6	£2,700.00	£16,200.00	
Bridging Loan	6	£2,645.00	£15,870.00	
Small Commercial Mortgage	4	£7,300.00	£29,200.00	
Large Commercial Mortgage	2	£24,000.00	£48,000.00	
Total Deals Yr 1	30			
Gross Income			£157,270.00	£144,893.00

Year 2

Year 2 Financial Projections				
Deal Type	Business Loan A		Deal Type	Business Loan B
Funding Amount	£25,000.00		Funding Amount	£75,000.00
Broker Fee	3%		Broker Fee	3%
Lender Comms	5%		Lender Comms	5%
Combined Comms	8%		Combined Comms	8%
Total Comms £	£2,000.00		Total Comms £	£6,000.00
Broker Launch Licence Fee	£75.00		Broker Launch Licence Fee	£225.00
Deal Type	Asset Finance - Truck		Deal Type	Bridging Loan
Funding Amount	£45,000.00		Funding Amount	£65,000.00
Broker Fee	0%		Broker Fee	£1,995.00
Lender Comms	6%		Lender Comms	1%
Combined Comms	6%		Combined Comms	1% plus £1995
Total Comms £	£2,700.00		Total Comms £	£2,645.00
Broker Launch Licence Fee	£270.00		Broker Launch Licence Fee	£199.50
Deal Type	Commercial Mortgage		Deal Type	Commercial Mortgage
Funding Amount	£365,000.00		Funding Amount	£1,200,000.00
Broker Fee	1%		Broker Fee	1%
Lender Comms	1%		Lender Comms	1%
Combined Comms	2%		Combined Comms	2%
Total Comms £	£7,300.00		Total Comms £	£24,000.00
Broker Launch Licence Fee	£365.00		Broker Launch Licence Fee	£1,200.00
Deal Type	Deals Per Year	Comms Per Deal	Comms Per Annum	Yr 2 Annual Commisison Projection Less BrokerLaunch 10% Licensing Fee
Business Loan A	12	£2,000.00	£24,000.00	
Buiness Loan B	12	£6,000.00	£72,000.00	
Asset Finance	12	£2,700.00	£32,400.00	
Bridging Loan	12	£2,645.00	£31,740.00	
Small Commercial Mortgage	8	£7,300.00	£58,400.00	
Large Commercial Mortgage	4	£24,000.00	£96,000.00	
Total Deals Yr 1	60			
Gross Income			£314,540.00	£289,786.00

Year 3

Year 3 Financial Projections				
Deal Type	Business Loan A		Deal Type	Business Loan B
Funding Amount	£25,000.00		Funding Amount	£75,000.00
Broker Fee	3%		Broker Fee	3%
Lender Comms	5%		Lender Comms	5%
Combined Comms	8%		Combined Comms	8%
Total Comms £	£2,000.00		Total Comms £	£6,000.00
Broker Launch Licence Fee	£75.00		Broker Launch Licence Fee	£225.00
Deal Type	Asset Finance - Truck		Deal Type	Bridging Loan
Funding Amount	£45,000.00		Funding Amount	£65,000.00
Broker Fee	0%		Broker Fee	£1,995.00
Lender Comms	6%		Lender Comms	1%
Combined Comms	6%		Combined Comms	1% plus £1995
Total Comms £	£2,700.00		Total Comms £	£2,645.00
Broker Launch Licence Fee	£270.00		Broker Launch Licence Fee	£199.50
Deal Type	Commercial Mortgage		Deal Type	Commercial Mortgage
Funding Amount	£365,000.00		Funding Amount	£1,200,000.00
Broker Fee	1%		Broker Fee	1%
Lender Comms	1%		Lender Comms	1%
Combined Comms	2%		Combined Comms	2%
Total Comms £	£7,300.00		Total Comms £	£24,000.00
Broker Launch Licence Fee	£365.00		Broker Launch Licence Fee	£1,200.00
Deal Type	Deals Per Year	Comms Per Deal	Comms Per Annum	Yr 3 Annual Commission Projection Less BrokerLaunch 10% Licensing Fee
Business Loan A	24	£2,000.00	£48,000.00	
Business Loan B	24	£6,000.00	£144,000.00	
Asset Finance	24	£2,700.00	£64,800.00	
Bridging Loan	24	£2,645.00	£63,480.00	
Small Commercial Mortgage	16	£7,300.00	£116,800.00	
Large Commercial Mortgage	8	£24,000.00	£192,000.00	
Total Deals Yr 1	120			
Gross Income			£629,080.00	£579,572.00

3 YEAR PROJECTED
GROSS INCOME:
£1,014,251

DISCLAIMER ON PROJECTIONS



The 3 year projections are based on the following real life scenario:

Year 1

- Year 1: You operate the business on your own or with a business partner, with the exclusion of the first two month of setup, as these are non income generating months. The first 12 months will be a steep learning curve and there is no shortcut to this. You can hire and grow in year one but this will most likely set you back without the right experience in place first.*

DISCLAIMER ON PROJECTIONS



Year 2

- *Year 2: Optional, but we recommend, you grow your brokerage with self employed sales agents. At this stage you may have already taken on a member of admin staff to manage lender applications, general admin support and pick up some calls in the office and or at home (remote). If you haven't we would encourage you to do this at this point, and start laying the foundations to take on brokers, around 5 - 8 in the first quarter of the year, growing this to 10 - 12 in quarter 2 - 3. This will be another steep learning curve but one we can help you navigate and certainly one that will help you reach year 2 projections.*

DISCLAIMER ON PROJECTIONS



Year 3

- *Year 3: By this stage you should have at least 2 - 3 admin staff, helping support the brokers and manage lender applications, document checks and general admin duties. The broker base for year three will need to be in the range of 18 - 25 brokers, all out pushing hard and making an effort to succeed. If you haven't already, you will typically need a sales director by this stage to manage the brokers, weekly sales and team meetings to keep them motivated and trained to the right standard, this sales director may also take on the role of recruitment, all in all to hit the £1m plus mark.*

DISCLAIMER ON PROJECTIONS



Year 1 on repeat!

- *All of this being said, you can absolutely run year 1 on repeat, as a lifestyle business, working on your own terms on your own hours. Building a larger business and managing a team is a big commitment, but with this comes big rewards also. Whichever path you choose, we will support you all the way.*



YOUR EARNINGS AND
FEE STRUCTURE IN
MORE DETAIL...

OVERVIEW

There are two ways the licence fee can be billed, based on the way in which you choose to operate day to day.

STANDARD CASE - 10% OF BROKER FEES ONLY

On any case which is completed by the broker in terms of lead generation, fact find calls, lender sourcing and case completion, you only pay 10% of the broker fees earned. In the case the broker doesn't charge a broker fee, 10% of fees earned on the case are due, to the equivalent amount of 10% of the standard broker fee on the case.

DONE WITH YOU (DWY CASE) - 25% OF ALL FEES EARNED ON THE CASE (OPTIONAL)

On any case in which we step in to assist you with any aspect of the case, including, fact find calls, client follow ups, lender sourcing, lender/client correspondence or the like - you only pay 25% of all fees earned on the case, including broker fees, procurement fees from the lender and/or any upfront/commitment fees paid by the client. These are billed on a monthly or quarterly basis depending on the volume generated.

ASSET FINANCE & INVOICE/TRADE

As there are no broker fees billed in asset finance, 10% (standard case) or 25% (DWY Case) is due on all fees earned on a completed case. 10% applies to invoice/trade fees earned ongoing

STANDARD PROPERTY CASE

- Commercial Mortgage Refinance
- £2,100,000 Gross Loan
- 1% Broker Fee & 1% Lender Proc Fee
- Total Commission £42,000
- Net Commission £39,900



STANDARD BUSINESS LOAN CASE

- Unsecured Business Loan
- £125,000 Gross Loan
- 3% Broker Fee & 5% Lender Proc Fee
- Total Commission £10,000
- Net Commission £9,625



STANDARD INVOICE / TRADE CASE

- Invoice Finance Account
- £350,000 Credit Line
- 2% Broker Fee = £7,000 (upfront)
- 20% of Lender Fees = £1,750 pm (avg.)
- Net Upfront Comms £6,300
- Net Residual Comms = £1,575 pm



STANDARD ASSET FINANCE CASE

- Excavator Purchase
- £175,000 Gross Loan
- 3.5% Lender Proc Fee
- Total Commission £6,125
- Net Commission £5,512.50



FEES/EARNING EXAMPLES

CONTINUED...



STANDARD ACQUISITION CASE

- Unsecured Loan + Asset Finance
- £250,000 Loan + £465,000 Asset
- 3% Broker Fee & 3% Lender Proc Fee
- 3.5% Asset Finance Lender Proc
- Total Commission £31,275
- Net Commission £28,897.50



DWY PROPERTY CASE

- Commercial Mortgage Refinance
- £2,100,000 Gross Loan
- 1% Broker Fee & 1% Lender Proc Fee
- Total Commission £42,000
- Net Commission £31,500



DWY BUSINESS LOAN CASE

- Unsecured Business Loan
- £125,000 Gross Loan
- 3% Broker Fee & 5% Lender Proc Fee
- Total Commission £10,000
- Net Commission £7,500



DWY INVOICE / TRADE CASE

- Invoice Finance Account
- £350,000 Credit Line
- 2% Broker Fee = £7,000 (upfront)
- 20% of Lender Fees = £1,750 pm (avg.)
- Net Upfront Comms £5,250
- Net Residual Comms = £1,312.50 pm



FEES/EARNING EXAMPLES CONTINUED...



DWY ASSET FINANCE CASE

- Excavator Purchase
- £175,000 Gross Loan
- 3.5% Lender Proc Fee
- Total Commission £6,125
- Net Commission £4,593.75



DWY ACQUISITION CASE

- Unsecured Loan + Asset Finance
- £250,000 Loan + £465,000 Asset
- 3% Broker Fee & 3% Lender Proc Fee
- 3.5% Asset Finance Lender Proc
- Total Commission £31,275
- Net Commission £23,456.25



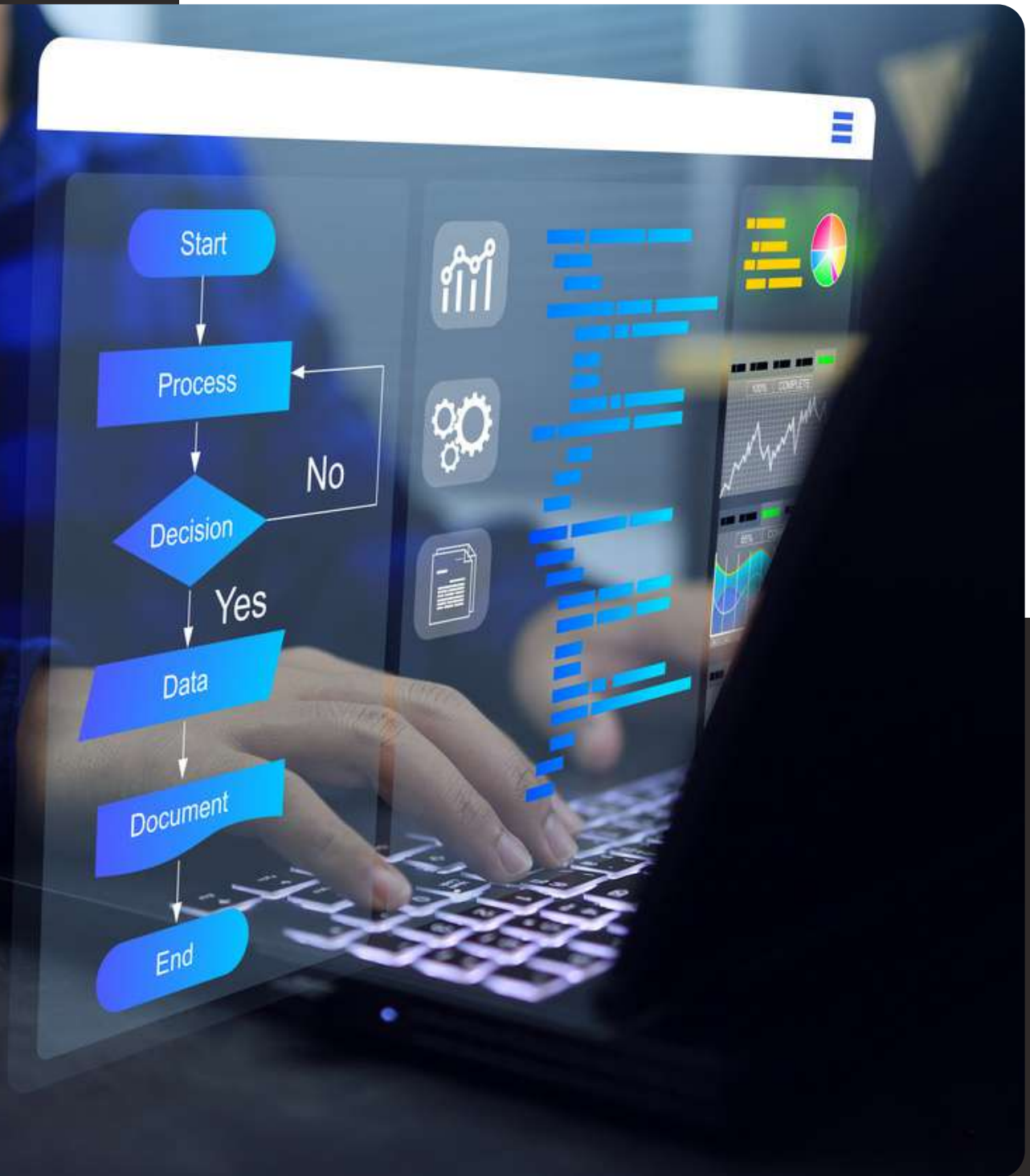
IN SUMMARY

Our fee structure is the most competitive on the market, it's designed in a way to allow you to build and grow a real business in commercial finance, leaving plenty in the pot to reinvest in marketing, office space and staff and scale the business successfully.

All fees are paid directly from lenders and client bank accounts directly to you, the broker, we bill our ongoing licence fee on a monthly or quarterly basis, depending on the volume of business being completed

6

WHAT DO TYPICAL DEALS LOOK LIKE?



WORKING CAPITAL TO FULFILL CONTRACT
OFFICIAL UK PHONE REPAIR CENTRE

£150,000



- CLIENT NEEDED CASH TO FULFILL A NEW REPAIR CONTRACT WITH SAMSUNG WORTH £10M
- THEY NEEDED TO HIRE MORE ENGINEERS, EACH KIT BAG COST £5K PER HEAD
- LOCATION: NEWCASTLE
- LEAD SOURCE: LINKEDIN
- LENDER: THIN CATS
- COMPLETION TIME: 14 DAYS
- **COMMISSION: £7,500**

ASSET FINANCE TO PURCHASE DOZER

UK QUARRY CLIENT

£578,577



- QUARRY CLIENT NEEDED A 2012 CAT D10 DOZER TO OPEN UP A NEW LEVEL ON THEIR QUARRY.
- LOCATION: CORNWALL
- LEAD SOURCE: LINKEDIN
- LENDER: CLOSE BROTHERS
- COMPLETION TIME: 10 DAYS
- **COMMISSION: £20,250**

2ND CHARGE BRIDGE ON MAIN RESIDENCE

PRIVATE MEDICAL CLIENT

£1,147,650



- CLIENT REQUIRED A BRIDGE TO PAY OFF A SECURED BUSINESS LOAN AND EXPAND HIS PRIVATE MEDICAL PRACTICES ACROSS LONDON
- LOCATION: KENSINGTON, LONDON
- LEAD SOURCE: META (PAID ADS)
- LENDER: CATALYST
- COMPLETION TIME: 6 WEEKS
- **COMMISSION: £34,429.50**

BRIDGING FACILITY TO START DEVELOPMENT
PROPERTY DEVELOPMENT COMPANY

£332,500



- CLIENT WANTED TO RAISE FUNDS TO FORWARD FINANCE THE START OF A DEVELOPMENT SITE
- VAL ONLY LOAN AS CLIENT HAD ADVERSE CREDIT
- LOCATION: KENT
- LEAD SOURCE: LINKEDIN
- LENDER: HNW LENDING
- COMPLETION TIME: 6 DAYS
- **COMMISSION: £6,650**

BRIDGING FACILITY TO RAISE CAPITAL
PROPERTY INVESTMENT CLIENT

£70,000



- CLIENT WANTED TO RAISE FUNDS TO FINISH A LOFT CONVERSION AND GET CERTIFICATION
- DESKTOP VALUATION
- LOCATION: NOTTINGHAM
- LEAD SOURCE: META (PAID ADS)
- LENDER: SOMO
- COMPLETION TIME: 14 DAYS
- **COMMISSION: £3,045**

BRIDGE TO WORK ON DEV SITE
SPECIALIST PROPERTY COMPANY

£300,000



- CLIENT WANTED TO RAISE FUNDS TO FIT OUT UNITS ON HIS COMMERCIAL LAND IN ORDER TO START RENTING THEM OUT AND GENERATE SOME INCOME.
- CLIENT HAD A COMPLEX TRUST STRUCTURE
- LOCATION: CUMBRIA
- LEAD SOURCE: LINKEDIN
- LENDER: ORTUS
- COMPLETION TIME: 10 WEEKS
- **COMMISSION: £6,000**

REMORTGAGE OF FAMILY HOTEL

FAMILY RUN HOTEL

£778,125



- CLIENT WANTED TO RAISE SOME ADDITIONAL FUNDS TO REFURBISH HOTEL
- FAIRLY STRAIGHTFORWARD CASE WITH FATHER AND SON
- LOCATION: PORTHCRAWL
- LEAD SOURCE: LINKEDIN
- LENDER: TOGETHER
- COMPLETION TIME: 8 WEEKS
- **COMMISSION: £15,562.50**

DEVELOPMENT FINANCE
OFFICE CONVERSION - LONDON
£4,909,470



- CLIENT NEEDED FUNDING FOR AN OFFICE CONVERSION DEVELOPMENT, AS THEIR FIRST DEVELOPMENT, WE NEEDED TO SEEK ALTERNATIVE FINANCE.
- LOCATION: BATTERSEA, LONDON
- LEAD SOURCE: META (PAID ADS)
- LENDER: SHOJIN/PRIVATE INVESTOR
- COMPLETION TIME: 7 WEEKS
- **COMMISSION: £122,736.70**

REMORTGAGE OF COMMERCIAL PROPERTY *PROPERTY INVESTMENT COMPANY*

£3,283,200



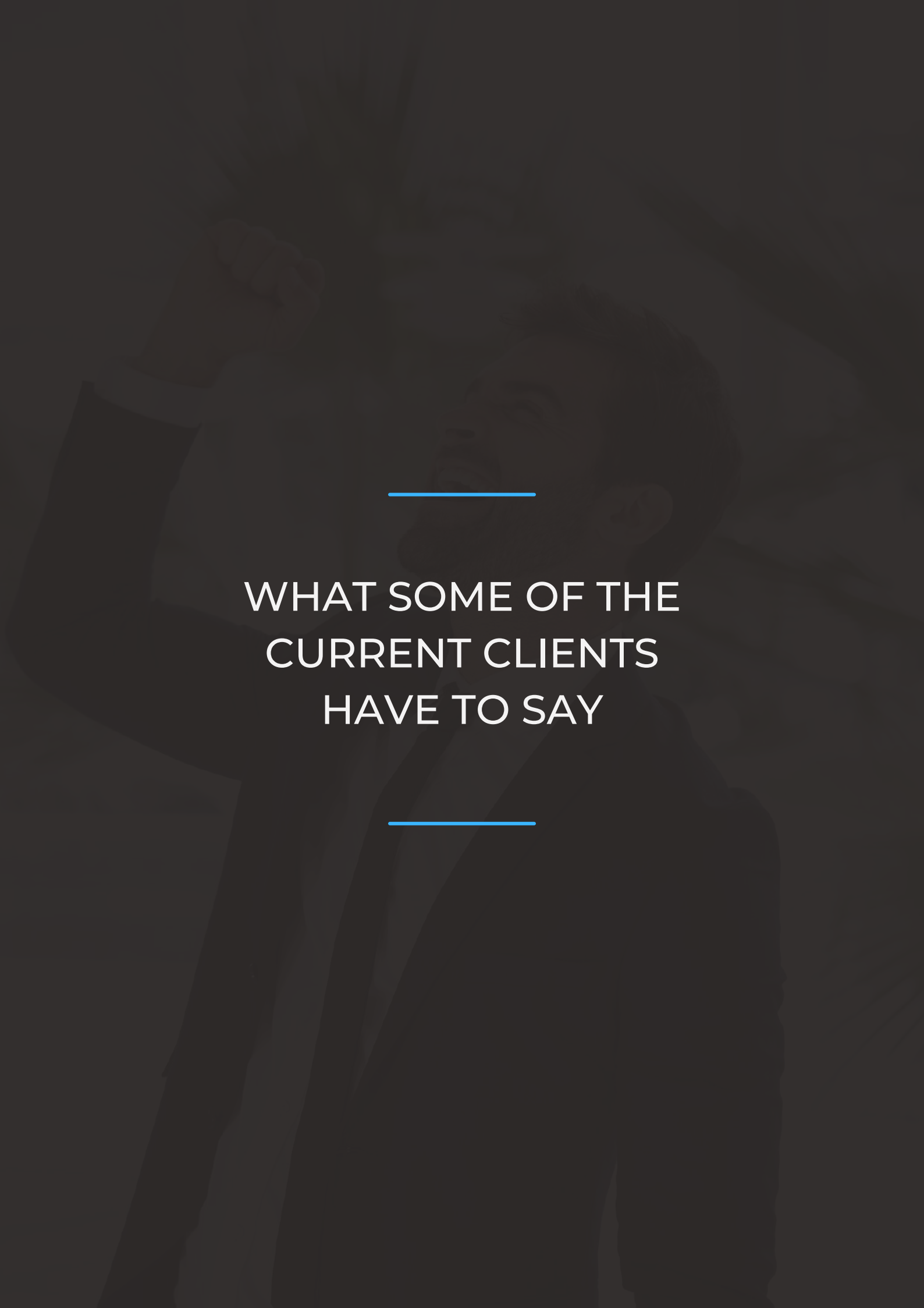
- CLIENT RAN INTO SOME TROUBLE WITH LLOYDS BANK AND HAD TO REMORTGAGE HIS PORTFOLIO
- WAS A COMPLEX CASE DUE TO A £200K CCJ
- LOCATION: DERBY
- LEAD SOURCE: LINKEDIN
- LENDER: TOGETHER
- COMPLETION TIME: 16 WEEKS
- **COMMISSION: £98,496**

CAPITAL RAISE ON PORTFOLIO
BEST WESTERN HOTELS (FRANCHISEE)

£4,826,250



- CLIENT WANTED TO RAISE FUNDS TO REFURBISH HIS BW HOTEL AND OPEN ANOTHER
- CLIENT HAD A COMPLEX LEGAL STRUCTURE WITH OP CO PROP CO AND NON DOMICILED DIRECTOR
- LOCATION: CHELTENHAM
- LEAD SOURCE: REFERRAL
- LENDER: ALDERMORE
- COMPLETION TIME: 24 WEEKS
- **COMMISSION: £144,787.50**

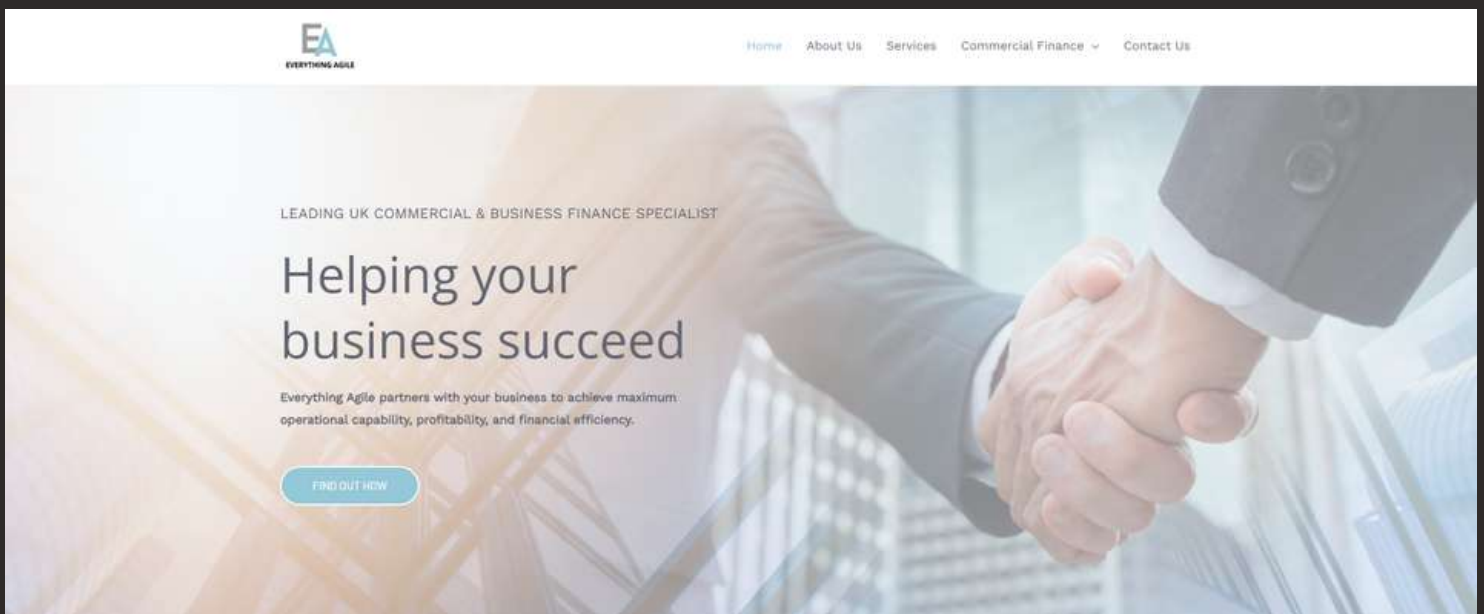


WHAT SOME OF THE
CURRENT CLIENTS
HAVE TO SAY

JAMES & KARL - EVERYTHING AGILE



DAVID IS GREAT TO WORK WITH, HE HAS AN ENORMOUS AMOUNT OF KNOWLEDGE AND SKILLS. HE HAS BEEN SUCH A HUGE HELP TO OUR COMPANY. EXCELLENT SERVICE FROM THE TEAM, HELPING US GET OUR BUSINESS OFF THE GROUND. SYSTEMS AND SUPPORT ARE GREAT. WE LOOK FORWARD TO A LONG AND SUCCESSFUL FUTURE WORKING TOGETHER.



JAKOB - BORROW WISE



FANTASTIC FROM START TO FINISH, VERY PROFESSIONAL AND EXTREMELY KNOWLEDGABLE, WITH OVER £20K IN COMMISSIONS IN THE PIPELINE IN WEEK ONE, WE'RE EXCITED FOR WHAT THE FUTURE HOLDS.

 Borrow Wise

HOMEABOUT USSERVICESPARTNERSGOT A QUESTION?

Fast Funding For Your Business

Get **£5,000 to £750,000** in as little as 3 hours

CHECK MY ELIGIBILITY

With NO Impact on Your Credit Rating



Hi there, have a question? Text us here.



JAKOB - BORROW WISE

*BORROW WISE CHOSE A HIGH STREET SHOP,
BRINGING THAT MUCH NEEDED FACE TO FACE
HIGH STREET PRESENCE THAT BUSINESS OWNERS
CRAVE IN THESE TIMES.*



Q&A with Jakob @ Borrow Wise



Q: What was your biggest reason for setting up your commercial finance business using Broker Launch?

A: My biggest reason was it appealed to me because a) it was in the finance industry and b) I knew that I could make a lot of money out of this method.

Q: Have you had any belief changes since joining and if so, what has been your biggest belief change?

A: I believed it would be a lot more difficult to do this with no experience in commercial finance, but now having had training and support, I believe it's a lot easier than I first imagined because I'm running the business daily and it is fairly straightforward.

I thought it would be difficult to get lots of applications for loans. but I welcomed the challenge, but now I'm seeing loan applications coming in every single day.

JASON AT ADVANCE FINANCE SOLUTIONS



" DAVID HAS BEEN THERE WHENEVER I HAVE NEEDED HIM WITH ADVICE AND POINTED ME IN THE RIGHT DIRECTION. THE TOOLS FOR THE JOB HE HAS PROVIDED ARE REALLY HELPING ME GROWING MY BUSINESS AS WELL. "

+44 7812 384823 JASON@ADVANCEFINANCESOLUTIONS.CO.UK

ATS

CREDIT FINANCE INVOICE FINANCE LOANS, RES & MCA PROPERTY FINANCE TRADE FINANCE CONTACT

TRADE FINANCE

Would you like to trade easily, both at home and overseas?

START AN ONLINE APPLICATION

If you are exporting, your finance and insurance is a key part of your product offering, and can make all the difference when it comes to winning export contracts.

Trade finance comes together so that you can create a perfect package – a sure fire way to make your products even more attractive.

Importing with trade finance allows you secure the funds needed to purchase stock, so that you can negotiate better prices and achieve faster shipments.

Is Trade Finance a good option for you?

Show desk



Q&A with Jakob @ Borrow Wise



Q: Were there any hesitations about joining, or anything that came up at the beginning, you weren't sure of?

A: There were some hesitations about joining, there were a few things I wasn't sure of. I didn't know David at the time. I was a little bit worried about spending all that money to get a new business off the ground and I didn't know for sure whether I would get everything promised. From the outset when I first paid my deposit, and then work began on my website, on my branding, I was very impressed with the first logo design, which is my branding that you can see in my photo there, they designed that. It was absolutely amazing, my website, how everything works, so I was quickly reassured by their professionalism and the quality of work that was done for me, and their ongoing support.

Q: Did any of your family or friends have issues with you starting your own Commercial Finance Business?

A: My partner was very sceptical about me doing this business, my friends were very supportive of me and that was very encouraging. But I'd already made up my mind what I was going to do. And so I went ahead regardless.

Q&A with Jakob @ Borrow Wise



Q: How have you found the lead generation and your deal pipeline so far?

A: I'm getting leads coming in every day and we've had to build up to that. It wasn't done in a day, but now the leads are all coming in every single day, especially with our paid ad campaigns, which generate around 80-100 leads per month, and we're closing deals most weeks, which is fantastic.

Q: If you were to speak to someone on the fence about joining Broker Launch, what would you say to them?

A: You've got to be decisive in this business. You've got to be someone who can make a decision, from my experience that I've had of everything, it's the best move I've made. It's comparatively, you know, not expensive as compared to a lot of other franchises, and this you can do from anywhere, in a shop if you want to, in an office, or from home.

You've got a lot of options with it and it's your brand for life. You've always got the business there behind you. I would say, you'll make your money back in a couple of months, so it's a very good investment and you've got a business for life, you've got a website for life, you've got lead generation, you own all the systems so your business has the space and capital, it's just going to grow. Also, for the amount of money you invest, it's a very good deal, you won't get that anywhere else.



Q&A with Jakob @ Borrow Wise



Q: If you were to speak to someone on the fence about joining Broker Launch, what would you say to them?

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Q&A with Jakob @ Borrow Wise



Q: What was the biggest driver that moved you from what you did before to get into Commercial Finance?

A: The biggest driver that moved me from what I did before to get into commercial finance was the fact that working for other people, I was restricted in earnings & commissions. In some cases, not paid commissions, messed about with salary and payments, not knowing how long a job was going to last. So the biggest driver for me was that I wanted to be in charge of my own business, to have my own brand, to be my own boss and to be in charge of my future career and in particular commercial finance because, in the modern day at the moment, there's a huge demand for commercial finance, and I thought that taking the plunge and purchasing a franchise, with experienced franchisers, that I'd be well positioned to do well for the future.

Q: How has the support been?

A: Support has been really on another level, that I didn't expect and now I feel I've become good friends with the support team, not just business colleagues, but friends as well, Which I'm very grateful for.

Q&A WITH JASON @ AFS



Q: WHAT WAS YOUR BIGGEST REASON FOR JOINING BROKER LAUNCH?

A: DEFINITELY THE STRUCTURED TRAINING AND ALL THE TOOLS TO HELP, NOT ONLY GET DEALS DONE, BUT COME ACROSS AS PROFESSIONAL AS POSSIBLE TO MY CLIENTS

Q: HAVE YOU HAD ANY BELIEF CHANGES SINCE JOINING AND IF SO, WHAT HAS BEEN YOUR BIGGEST BELIEF CHANGE?

A: DAVID'S KNOWLEDGE AND IDEAS WERE MUCH MORE THAN I HAD EXPERIENCED FROM ANYONE ELSE, WHICH HAS GIVEN ME IMMENSE CONFIDENCE TO GO OUT THERE AND BUILD MY BUSINESS IN FINANCE.

Q: WERE THERE ANY HESITATIONS ABOUT JOINING, OR ANYTHING THAT CAME UP AT THE BEGINNING, YOU WEREN'T SURE OF?

A: OF COURSE, AS I HAD A BAD EXPERIENCE ALREADY GETTIN STARTED, BUT DAVID'S KNOWLEDGE & EXPERTISE CAME THROUGH IN THE INITIAL CHATS, AND IT WAS OBVIOUS THIS CAME FROM REAL WORLD EXPERIENCE.

Q&A WITH JASON @ AFS

C O N T I N U E D . . .



Q: DID ANY OF YOUR FAMILY OR FRIENDS HAVE ISSUES WITH YOU STARTING YOUR OWN COMMERCIAL FINANCE BUSINESS?

A: HAVING FRIENDS IN THIS SPACE ALREADY HELPED, SOME WORK FOR LENDERS, SOME OTHER BROKERS, THEY WERE CONFIDENT BROKER LAUNCH WAS THE RIGHT CHOICE, WHICH IT HAS PROVEN TO BE

Q: WHAT WAS THE BIGGEST DRIVER THAT MOVED YOU FROM WHAT YOU DID BEFORE TO GET INTO COMMERCIAL FINANCE?

A: TIME FREEDOM AND FLEXIBILITY, I'M A SINGLE DAD, SO HAVING MY BOYS IS MOST IMPORTANT TO ME, I JUST COULDN'T GET THIS FLEXIBILITY BY WORKING A REGULAR OFFICE JOB.

Q: HOW DOES THIS COMPARE TO OTHER PROGRAMS YOU'VE TRIED IN THE PAST?

A: IT DOESN'T, THERE'S NOTHING ELSE LIKE IT THAT I'VE FOUND. THERE ARE STACKS OF TRAINING, RESOURCES AND MOST OF ALL, EXCELLENT COMMUNICATION FROM THE GUYS, WHICH IS WHAT YOU NEED IN THOSE EARLY DAYS.

Q&A WITH JASON @ AFS

W R A P U P . . .



Q: HOW HAS THE SUPPORT BEEN?

A: ABSOLUTELY PERFECT!

Q: IF YOU WERE TO SPEAK TO SOMEONE ON THE FENCE ABOUT JOINING BROKER LAUNCH, WHAT WOULD YOU SAY TO THEM?

A: IF YOU'VE DECIDED THAT GETTING INTO COMMERCIAL FINANCE IS WHAT YOU WANT TO DO, THEN STARTING WITH BROKER LAUNCH IS YOUR NEXT DECISION, NOTHING ELSE IN THE MARKET COMPARES TO IT. YOU GET TO KEEP 100% OF YOUR COMMISSIONS, YOU RETAIN FULL OWNERSHIP OF YOUR BUSINESS AND YOUR LENDER RELATIONSHIPS ARE DIRECT, NOBODY CAN TAKE IT AWAY FROM YOU.

IT'S THE BEST DECISION I'VE MADE IN YEARS.

Broker Launch Partner Spotlight: Raula Finance



At Broker Launch, we're proud to support ambitious brokers like Raula Finance as they build successful commercial finance businesses. With our industry-leading training, marketing strategies, and lender network, Raula Finance is equipped to provide tailored funding solutions to businesses of all sizes. Their commitment to helping clients navigate the complexities of business finance sets them apart, ensuring companies secure the right funding with confidence. As a valued Broker Launch partner, Raula Finance is making a real impact-connecting businesses with the financial support they need to grow and thrive.



Claimed profile

Raula Finance

Reviews 7 •  4.3 

Finance broker

[Write a review](#) [Visit website](#)

4.3

Excellent

 7 reviews

5-star

4-star

3-star

2-star

1-star

[How this company uses Trustpilot](#)

★

Companies on Trustpilot can't offer incentives or pay to hide any reviews.

Company details

Finance broker 

Written by the company

We are Commercial Finance Experts we have been helping businesses over the years. All types of commercial finance available for any type of businesses including commercial mortgages, bridging loans. We are experts in startups business loans. Please contact us anytime we're available online

Broker Launch Partner Spotlight: Raula Finance



RM Ruksing Majhi
GB • 3 reviews

27 Jan 2025

★★★★★ ✓ Verified

I've had several previous experience...

I've had several previous experience with mortgage brokers and to be honest, they weren't great and even left me questioning why I had used a broker and didn't just go direct to lenders! However, working with you guys has certainly now restored my faith and shown me the true benefits that a knowledgeable, experienced and professional broker brings.

Date of experience: 27 January 2025

👍 Useful 1 🔄 Share 📄

JA Jared
GB • 2 reviews

27 Jan 2025

★★★★★ ✓ Verified

I'm certainly now convinced and won't...

I'm certainly now convinced and won't think twice about who to do to for my next mortgage -you've secured my business now forever and I've already recommended you guys to some family and friends!!

Date of experience: 27 January 2025

👍 Useful 1 🔄 Share 📄

DT Debra tyree
GB • 3 reviews

27 Jan 2025

★★★★★ ✓ Verified

Thank you to the whole team at RAULTA...

Thank you to the whole team at RAULTA Finance for all your help on my recent commercial mortgage completion.

Date of experience: 27 January 2025

👍 Useful 1 🔄 Share 📄

L Logan Todd
US • 2 reviews

18 Feb 2025

★★★★★ ✓ Verified

I was drowning in debt and unsure of my...

I was drowning in debt and unsure of my options. They walked me through everything and helped me settle my loans with out damaging my credit. Thank you!

Date of experience: 18 February 2025

👍 Useful 🔄 Share 📄

NM Nathan Morgan
GB • 1 review

8 Feb 2025

★★★★★ ✓ Verified

Raul and his team led us all the way...

Raul and his team led us all the way through the process, quite literally working all hours to get the job done. Rec'd emails at all hours and always had immediate responses to our queries.

Date of experience: 08 February 2025

👍 Useful 🔄 Share 📄

MH Molly Henderson
GB • 3 reviews

1 Feb 2025

★★★★★ ✓ Verified

I don't leave many reviews

I don't leave many reviews, however I have to say, I have been really really pleased with the excellent service I have received for my buy to let property mortgage. I had many challenges getting a mortgage over the line because of my personal situation, but Raul, Debra were fantastic. Thank you so much. Debra made all communication and technical speak very clear and concise, and was determined and dedicated from the outset.

Broker Launch Partner Spotlight: Raula Finance



Smart Marketing

Raula Finance is proud to be the official sponsor of Sporting Staines FC, supporting grassroots football and investing in the local community. As a commercial finance brokerage backed by Broker Launch, Raula Finance is dedicated to helping businesses thrive - just as Sporting Staines FC helps players develop their skills and passion for the game. This partnership reflects our commitment to teamwork, ambition, and success, both on and off the pitch. We're excited to support the club and look forward to an exciting season ahead!





OUR ENTRY OPTIONS



CAPITAL KICKSTART - ELITE JV

Level Three: Capital Kickstart - Elite JV - £24,997

(min £15k deposit and £850 per month for 12 months)

For the ambitious who want the highest level of firepower, support, and strategic growth from day one.

You get everything in Fastlane, plus:

-  12 Month Mentorship with David/Team (Strategy, Scaling, and Deal Structuring)
-  Done-For-You Marketing Campaigns (Lead Magnets, Funnels, Ads)
-  Guaranteed Deal-Ready Leads (Positioned as your own brand)
-  Bespoke Business Development Plan (Tailored to your goals and market)
-  Private Elite Group Access (Masterminds, Advanced Training, Deal Collaborations)
-  VIP Support (Priority response for fast-moving deals)

Who it's for:

Entrepreneurs, consultants, or high-performers who are scaling fast and need hands-on guidance, premium positioning, and revenue traction with high-value deals.

This is a partnership tier - not a product.

We're selective about who joins. This is for operators ready to build a serious, scalable business. By application only. MUST have prior business experience.

CAPITAL KICKSTART - FASTLANE

Level Two: Capital Kickstart - Fastlane - £9,997

(min £6k deposit and £334 per month for 12 months access)

For the doers who want a faster path and professional infrastructure.

You get everything in DIY, plus:

-  Custom Website & Branding Done For You
-  CRM & Lead Generation Systems / Funnels Set Up
-  Weekly Group Coaching Calls (Deal Support + Accountability)
-  Priority Access to Lender Network & Application Templates
-  Personalised Business Launch Support (30-Day Kickstart Plan)

Who it's for:

Driven individuals who value speed, polish, and support. You want to hit the ground running with the systems set up right - and a strategist in your corner.



Who it's not for:

Those not ready to be proactive, engage weekly, or treat this like a serious business launch.

CAPITAL KICKSTART - DIY

Level One: Capital Kickstart - DIY – £2,997

(Paid in full - no payment plan available)

For the self-starters. This is your entry into the world of commercial finance without the fluff.

You'll get immediate access to:

- ☒ Full Online Training Portal (step-by-step, on-demand)
- ☒ Templates, Scripts & SOPs for every part of the process
- ☒ Lender Contacts & CRM Setup Guide
- ☒ Business Structure Guidance
- ☒ Self-Serve Legal Docs & Branding Assets

Who it's for:

Individuals who are resourceful, self-motivated, and confident in executing without handholding. You're not looking for coaching - you want the blueprint and you'll run with it.

Who it's not for:

Those expecting accountability calls, custom setup, or done-with-you support. This is a serious program for independent operators.



OUR GUARANTEE



MONEYBACK GUARANTEE



WE'RE SO CONFIDENT IN OUR PROCESSES & WEALTH OF EXPERIENCE IN THE INDUSTRY - NOT TO MENTION, WE KNOW HOW TO HELP YOU SELL AND MAKE MONEY, WE GUARANTEE, IF YOU FOLLOW OUR INSTRUCTIONS & STICK TO YOUR ROADMAP, YOU'LL EARN YOUR INVESTMENT BACK IN YEAR 1, OR WE WORK WITH YOU FOR FREE UNTIL YOU DO! BUT REMEMBER, WE EXPECT YOU TO BE HITTING OVER £100,000 IN YEAR 1 ALONE, PER PERSON!



F A Q ' s



FAQ's

1. What exactly is Broker Launch?

Broker Launch is the UK's leading platform for launching your own commercial finance business. We give you the lender access, systems, training, marketing, compliance support, and ongoing deal help you need - without taking away your control or commissions. You trade under your own brand, keep 100% of commissions, and scale at your own pace

2. How is this different from a franchise or network?

Unlike a franchise or AR (Appointed Representative) model, you own the business outright. The lender relationships sit with you, commissions are paid directly into your bank account, and you're free to grow and even sell your business later. Most franchises take 20–50% of your commission - with us, you keep it all. Our licence fee (3–10% depending on deal support) is the most competitive in the UK

3. Do I need financial experience to succeed?

No. Most of our licensees had no prior finance background. We provide a 66-lesson online training portal, weekly live calls, compliance support, and even “done with you” deal help to ensure you don't get stuck. If you can follow a system, talk to people, and put in the work, you can succeed .

4. What kind of earnings can I realistically expect?

This depends on your effort, but typical brokers make:

- Year 1: £70k–£120k working solo (2–3 deals a month)
- Year 2: £250k–£400k by bringing in sales agents/admin
- Year 3: £1m+ gross commission with a small team

Even one deal can be worth £6k–£40k. For example, a £400k bridge loan often pays £10k+ commission

FAQ's

5. What's the break-even point?

Most brokers hit break-even in month 3–5, sometimes sooner if they're proactive. Your costs are modest (mainly licence fee, £49 CRM, £40 compliance, and optional ad spend from £300/month) compared to deal values

6. What's the survival rate of a Broker Launch Broker vs competitors?

When you invest in any business opportunity, the real question isn't just "what can I earn?" - it's "how likely am I to still be in business 3 years from now?"

Here are the facts:

Broker Launch (May 2022 – May 2025):

- 46 licensees → 32 still active (69.6%), 13 dissolved (28.3%), 1 sold (2.2%).
- That means around 70% of our brokers are still active after 3 years.

W**** R*** Finance (our biggest competitor):

- Only ~33% remain active, with an average lifespan of 2.4 years before closing.

Franchise Industry Benchmark:

- Around 60–70% of franchises survive 5 years.

✅ **Conclusion:** Broker Launch performs better than the UK franchise survival benchmark and double the rate of W**** R*** Finance (aka B***** P*** Academy). That means when you join us, you're not just buying a setup - you're buying into a proven ecosystem with long-term support that significantly increases your chance of success.

FAQ's

7. How much does it cost to get started?

Our flagship Elite JV Licence is £25k, usually paid 60% deposit and balance on launch. We also run case study offers at £21,995 and flexible deposit/balance structures. For those wanting more support, the Elite JV (£25k+) includes partnership on deals and guaranteed support.

We also have entry levels on our Fastlane program at £9,997 and £2,997, irrespective of which level you join at, you always keep 100% of your commission.

8. What do I actually get for that investment?

Depending on the level you join at:

- Fully set up business: website, CRM, branding, domain, email
- 165+ lender relationships across 12 finance products
- Training: 66 modules + Certified Practitioner qualification (LIBF)
- Compliance via SimplyBiz + FIBA membership
- Lead generation systems (LinkedIn, Meta, partnerships, etc.)
- Weekly lifetime support calls + Telegram group
- 1-2-1 Mentorship for 12 months
- Access to "Done With You" deal support (optional)
- 100% Commission, Ownership & Control

9. What finance products will I be able to offer?

You'll be able to cover all major commercial finance products: bridging loans, development finance (debt and equity), commercial mortgages, buy-to-let, business loans (secured & unsecured), invoice & trade finance, asset finance, acquisitions, merchant cash advance, and more.

10. Do I need FCA authorisation or a Consumer Credit Licence?

No. Commercial finance falls outside consumer credit regulation, so you can start trading immediately. If you later want to expand into regulated products, we can guide you, but it's not required

Source for FCA information: <https://www.gov.uk/offering-credit-consumers-law> | <https://www.fca.org.uk/firms/authorisation/process/credit-brokers>

FAQ's

11. How are leads generated?

We set you up with multiple lead channels:

- LinkedIn outreach
- Paid Meta/Instagram ads (budget set by you, min. £300/mo recommended)
- Email marketing (optional cost)
- Partnerships, events, and networking
- Referral systems

Leads come directly into your CRM - they are 100% yours

12. How many leads can I expect?

Depending on methods:

- LinkedIn: 12–20/mo
- Paid ads: 30–100/mo
- Partnerships: 5–30/mo
- Networking/Referrals: 5–10/mo

The goal is 30–60 high-quality leads per month, every month

13. Are the leads exclusive to me?

Yes. They are generated under your own brand, through your own ad accounts. Nobody else has access

14. How long does a deal take to complete?

- Unsecured business loans: 1–2 weeks
- Invoice/Trade Finance: 1–2 weeks
- Bridging/development: 4–8 weeks
- Commercial/BTL mortgages: 8–16 weeks
- It varies by lender and case complexity

FAQ's

15. Do I need to do credit checks?

No, you don't. Lenders handle due diligence and checks. You'll package the case and send it - the lender gives feedback quickly.

16. How much support will I get once I launch?

You'll never be left alone. We provide:

- Weekly lifetime group calls
- 1-to-1 support on deals
- Done With You deals (we handle lender/client interactions under your brand if you want)
- AI assistant (Broker Launch Assist) to help with lender matching and structuring
- Telegram Group for support with 5 channels:
 - Deal Chat – Real Deals, Real Time
 - Lead Gen Vault – Get More Clients
 - Lender Intel – Criteria, Contacts & Updates
 - Mindset + Skills – Broker Development
 - Systems + Scale – Tools, Tech & Team
 - General Chat & Updates

17. What if I get stuck on a deal?

You can opt for a Done With You deal where we step in. You keep 75% of the commission (market norm is 50/50) and we do the heavy lifting. This ensures deals don't get lost.

But, before you have to do that, you have multiple avenues with Broker Launch Assist, Lender Launch App and the Telegram Group to bounce off other broker for help as well as our team. We encourage you to get deals done under your own business.

FAQ's

18. What about compliance?

We partner you with SimplyBiz and FIBA to ensure you're fully compliant. You'll have training, guidance, and templates to meet all regulatory standards and keep the lenders satisfied.

19. Can I build my own brand?

Yes. Everything is set up under your name, brand, and company. You're not trading under "Broker Launch" - you own the business and the relationships, and work with our team (Fastlane & Elite JV) to build these out.

20. Do I have to scale to £1m+ turnover?

No. You can run this as a lifestyle business, working part-time from home, earning £70k-£120k/year. Or you can grow a team and scale into 7-figures. Both paths are possible, and encouraged!

21. What guarantee do you offer?

If you follow the roadmap and don't earn your licence investment back within year 1, we'll work with you for free until you do.

But let's be real, you're not going to do this to earn your investment back, most brokers do that in 3 months, you're here to earn £100k plus and change your life for the better.

We'll give you every possible tool and resource to make this succeed, but ultimately it's down to you do put in the work.

22. How does Broker Launch make money if I keep 100% of commissions?

Our licence fee is 10% of your broker fees (or 25% on Done With You deals). That's it. No hidden fees, no clawbacks, no top slicing, this is transparency on another level.

23. How many licensees are there?

We keep numbers low to protect service quality. Currently around 32 active licensees UK-wide. We only take on one or two per month

FAQ's

24. How fast can I leave my job and go full-time?

Many transition within 6–12 months. With as little as 1–3 deals per month, you can replace a £2,500–£6,000 salary. We'll show you how to structure this around your current commitments.

25. Do I need to be good at sales?

Sales helps, but we train you. If you can have normal conversations, follow a script, and genuinely want to help clients, you'll do well. Our systems are designed for people new to finance. Your role as a broker is more one of a doctor trying to solve a patients problem, not a salesman trying to shift the next car.

26. Who chooses this opportunity?

We attract people who want control, freedom, and high earnings potential - often entrepreneurs, ex-business owners, or people looking to escape the 9-5. Even one of the UK's top CEOs joined us after retirement. The main character trait of our successful broker is tenacity and drive, you have to want to succeed and be resilient along the way.

27. Is this recession-proof?

Yes. Businesses and property investors always need capital. In a boom, they need funds to grow. In a downturn, they need funds to survive. Either way, demand is constant, the only deciding factor is how busy you make yourself, you create your own economy in this business.

28. Can I target local businesses in my area?

Yes. You can run ads or campaigns to your chosen region, or target nationwide. The choice is yours, this business is location independent, you could be on a beach in Spain, or an office in London.

29. What happens if I fail?

If you put in the effort, failure is very unlikely - but our guarantee ensures we'll keep working with you until you succeed. The only way to fail is to quit

30. How do I know this isn't a scam?

A fair question - especially in today's market where there are too many "get rich quick" schemes. Broker Launch is different. We've been operating as Commercial Finance Brokers since 2016, with over 46 licensees signed up between 2022-2025 when we launched this model, 70% of whom are still active today. All commissions are paid directly from lenders to your business account (not ours), so you remain in full control. You'll also have access to our team, other licensees, and live weekly calls - you can see for yourself this is a real, established business opportunity.

31. Can I speak to current licensees before joining?

We totally understand why you ask this - most people want reassurance that others have gone before them and made this work. The challenge is, with over 350 leads per month and 160 booked calls per month, we simply couldn't fill our brokers' diaries with prospect calls without taking time away from their clients and deals.

That said, we make sure you still get the transparency you need:

- Real case studies: We share detailed examples of brokers from all walks of life - including their backgrounds, first deals, and income progression.
- Track record: Since 2022, 70% of our licensees are still active - well above both the franchise survival rate and our biggest competitor.
- Live community proof: On our weekly calls and inside our Telegram group, you'll see dozens of active brokers placing deals, sharing results, and helping each other.
- We showcase on this brochure those who want to be seen, as we operate as a type of white label solution, many want to remain hidden from the public eye when it comes to testimonial, which we respect.

The truth is, if this model didn't work, we wouldn't have dozens of people actively trading, scaling, and in some cases, selling on their brokerages. The proof is already visible in the numbers and results.

FAQ's

32. Do you have case studies of people like me?

Absolutely. Our licensees come from every background: delivery drivers, teachers, sales professionals, small business owners, and even senior executives. Some came in with no financial knowledge, others with business experience but no finance background. We have detailed case studies showing how they started, the challenges they faced, and the results they achieved.

33. What happens if Broker Launch ever shuts down?

Even in that unlikely event, your business continues as normal. You trade under your own company and brand. The lender relationships sit with you, and commissions are paid directly to you. We're not the "middleman" - you own the business outright. That means your brokerage is future-proofed and still valuable as an asset, regardless of us. Look at us as more of a mentor who runs along side you.

34. Do you offer financing or payment plans for the licence fee?

Yes, on application. While many pay the licence fee upfront, we also provide structured payment plans - for example, a deposit and then the balance paid over the following months. This makes the business more accessible and helps you get started without over-stretching your cashflow.

35. Are there any hidden costs?

No. We're upfront about costs:

- Licence fee (one-off, with flexible payment options).
- CRM/Automation system (£49/mo). optional but highly valuable
- Compliance & memberships (£40/mo).
- Ad spend (from £300/mo, optional but recommended).

That's it. No unexpected extras, no surprise bills.

36. What if I can't pay the licence balance on time?

We work with you. We don't want people under pressure - we can work with you. If you're pushing deals through, you'll naturally clear your balance as your income grows.

FAQ's

37. Can I get a refund if I change my mind?

Because we build your business infrastructure from day one (website, branding, lender onboarding), refunds aren't standard. However, we do offer a success guarantee: if you follow our roadmap and don't make back your licence investment in year 1, we'll work with you for free until you do. That way, your risk is removed.

38. Is the training accredited or recognised?

Yes. Beyond our 66-module portal, you'll have the opportunity to complete the Certified Practitioner in Specialist Property Finance (CPSP) programme. This is a Level 3 qualification accredited by the London Institute of Banking & Finance, endorsed by FIBA and BDLA - a respected industry benchmark.

39. Do I have to pass exams to operate?

No. Commercial finance is not a regulated consumer credit activity, so you don't need to pass exams to start trading. The CPSP qualification is recommended, not mandatory. Most brokers complete it within 3–6 months to deepen their expertise.

40. How often is training updated?

The industry evolves constantly, so our training is updated continuously. We also run weekly live calls where new strategies, lender updates, and market trends are shared. You'll never be left behind.

41. What happens if I don't understand finance jargon?

We break everything down into plain English. The training is designed for beginners, with "step-by-step" scripts, templates, and examples. Plus, you can lean on our team and even let us handle early calls with you until you feel confident.

42. Do I need an office, or can I run this from home?

You can run the business 100% from home with just a laptop and phone. Many of our licensees never rent office space. Others choose to once they grow a team. It's completely your choice.

FAQ's

43. Can I run this part-time around a job or family?

Yes. Many start part-time, working evenings or weekends, until their income replaces their salary. Some transition within 6–12 months. Because 1–2 deals a month can cover a full-time salary, it's realistic to start while still employed.

44. Do I need staff to get started?

No. You can run solo in Year 1. As you grow, you may want admin help to process deals, or even sales agents to scale faster. But to start - it's just you.

45. Can I bring in partners or salespeople under my licence?

Yes. You can grow a team under your brand. In fact, in Year 2 we recommend adding self-employed sales agents or staff if you want to scale beyond £200k+ annually. We include 2 seats as standard for business partners, husband/wife dues/ sometimes parent/child partnerships.

46. What technology do I need?

Just a laptop, internet connection, and a phone. We provide your website, CRM, email, and automation systems, so there's no complex setup needed, just a willingness to learn.

47. Do you guarantee leads?

We don't guarantee lead volume because results vary, but our proven systems (ads, LinkedIn, partnerships) consistently deliver 30–60+ leads/month for those who follow the process. We help you run campaigns under your brand so leads are always exclusive to you. The leads are virtually guaranteed, just not the volume.

48. Do you teach me how to generate leads myself?

Yes. We don't just hand you leads - we teach you how to generate them, so you're never reliant on us. This means you build a marketing engine that lasts for life.

FAQ's

49. What's the average cost per lead?

Typically £3-£10 depending on channel and targeting. Considering an average deal is worth £6,000-£40,000 in commission, the return on investment is substantial.

50. Do I need insurance?

We recommend Professional Indemnity (PI) insurance as your business grows, though not legally required for all finance areas. We'll guide you on what's necessary and help you set it up. You can do this through the PI desk when you join.

51. How long do I get support for?

Lifetime. Once you join, you're in. The calls, community, and resources are ongoing with no cut-off.

52. Is there a community of other brokers?

Yes. We have an active Telegram group where licensees share deal placements, wins, challenges, and support each other daily. It's collaborative, not competitive. You're all out to build your own business, but we encourage people to help each other, as there is a phenomenal amount of business to be had and nobody steps on each others toes.

53. Do you help me on live client calls?

Yes. If needed, we'll join pre- or post-client calls with you. In some cases, we'll even speak to the client under your brand (Done With You deal support).

54. What if I want to take a holiday?

That's fine - you can use our Done With You support to cover deals while you're away. This flexibility means you can still take time off without losing income. Or take your laptop with you!

55. Can I sell my business in future?

Yes. Because you own the brand and lender relationships, your brokerage has resale value - unlike many franchise/AR models. Growing your loan book builds an asset you can one day exit.



56. What does a typical week look like once I'm established?

It usually looks like:

- 2–3 client calls per day
- Some follow-ups/admin (much of which can be delegated later)
- Networking/marketing activities
- Lender calls and deal packaging
- Many brokers run this in 20–25 focused hours per week once established, with flexibility around family or lifestyle.

57. Do I build equity in my business?

Yes. Because you own the lender relationships, your loan volume counts as yours. Over time, this creates embedded value in your business - unlike an agency model, where you don't own the base.

58. How many commercial finance brokers are there in the UK?

There's no single public register, but the UK's largest trade body, the NACFB, had 1,338 broker firms at year-end 2024 (up from 1,168). That's just one association - there are also FIBA members and unaffiliated brokers - so the real total is higher, but 1,338+ firms is a solid, verifiable floor.

59. How many SMEs need funding each year?

The UK has ~5.5 million small businesses (start of 2024). Recent national surveys show ~43–46% of SMEs use external finance in a given year - that's roughly 2–2.5 million businesses tapping funding annually. Meanwhile, gross bank lending to SMEs was ~£62bn in 2024, and challenger banks now account for ~60% of SME bank lending - evidence of a very active market that increasingly values brokers.

60. How many property investors need funding?

HMRC shows ~2.84 million unincorporated landlords declared rental income in 2022–23. On the debt side, there are ~1.9 million buy-to-let mortgages outstanding (c.1.44m fixed + ~0.5m variable), with ~58k new BTL loans in Q1 2025 alone. The private rented sector houses ~4.7 million households in England - a huge, ongoing pool of investors who refinance, purchase and develop.

61. Isn't the market saturated?

It might feel that way from the outside - but the truth is, the UK market is massively underserved, not saturated.

- The UK has 5.5 million SMEs. Around 43–46% use external finance every year - that's 2–2.5 million businesses actively seeking funding annually. With average loan sizes in our space ranging from £80k for business loans to £300k+ for property deals, that's a market worth hundreds of billions per year.
- On top of that, there are 2.8 million landlords and nearly 2 million buy-to-let mortgages, with ~58,000 new BTL loans in just one quarter of 2025. Even a modest refinance at £150k–£200k each represents tens of billions in property lending annually.
- Against this huge demand, the UK has only ~1,300–1,500 broker firms. That's roughly 1 broker for every 2,000 funding opportunities - a tiny supply relative to the need.

And here's the kicker: banks approve only 30–40% of SME applications. That leaves 60–70% - or £30–40 billion+ in unmet demand every single year. This is exactly the gap independent brokers like you can fill.

So no - the market isn't saturated. In fact, the question isn't "is there enough business to go around?" but "how fast do you want to take your share?" With our systems, you're positioned to capture consistent deal flow and stand out where others can't.

10

NEXT STEPS



WHAT ARE THE NEXT STEPS?

1.

Book a [Follow Up Call Here](#)



2.

Complete Your [Onboarding Application](#),
& Pay Your Investment



3.

Complete your Roadmap Call, Onboarding,
Then Sit Back & Relax While We Work!



4.

Work with us while we Build your Business,
Branding & Marketing Campaigns.



5.

Sign Off on Everything,
Ready for Launch Day!



6.

Launch Your Business & Start
Making Money!



ARE YOU READY TO
TAKE THE NEXT STEP?

FILL OUT YOUR
ONBOARDING HERE

OR

BOOK A NEXT STEPS
CALL HERE



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