

HashChing

Where internet and money collide

HashChing was launched in August 2015 and the online home loans marketplace aims to improve the interaction between borrowers and mortgage brokers and offers customers access to home loan deals that have been pre-negotiated by brokers. Access to the marketplace is free for consumers and allows borrowers to connect with one of HashChing's more than 700 mortgage broker partners who are able to negotiate better rates from lenders. HashChing provides 7 days a week access to negotiated home loan deals from more than 80 lenders. To date, HashChing has received more than \$15.6b of home loan applications.

The HashChing marketplace

The big 4 banks continue to dominate the home loan market and are biased towards their own products. It is often difficult for borrowers to negotiate with banks to get the best home loan rate which means that they turn to middle men (brokers) who offer choice, convenience, faster response times and a more stream-lined less time-consuming process. Finding the right broker and the best deal for a borrower is the challenge that HashChing set out to solve. The HashChing marketplace is the only platform that allows users to access different mortgage broker groups on the one platform. It uses artificial intelligence and machine learnings to match home buyers to mortgage brokers in their geographic area. Brokers are ranked in terms of customer service performance including factors such as response times and customer satisfaction levels post the close of a lead. The HashChing platform provides brokers with a state of the art Customer Relationship Management (CRM) system and enables them to manage leads and manage documentation through to transaction completion. The platform offers virtual Know Your Customer (KYC), automated bank statement to quickly and easily access customer bank accounts and categorise their income and expenses, mobile supporting document capture tool and DocuSign technology for brokers. Customers are able to ask any home loan related questions and receive online answers from Verified mortgage brokers.

Possible additional products

As well as the development and operation of its home loan marketplace HashChing is in the process of obtaining an Australian Credit Licence (ACL) with a view to offering property insurance, home renovation sourcing and financing, personal loans and white label mortgages.

How does HashChing make money?

HashChing makes money by charging the brokers a small subscription fee and a successful settlement fee. There are no charges levied for leads.

Share details

Investment to date	\$3.4M
Number of shareholders	15
Shareholders include founders and operators	

Market size

Mortgage brokers settled \$200b of residential mortgage loans in 2017 (CoreLogic). Broker market share for all new residential lending is 56% (Sept 17) and forecast by MFAA to surpass 60% in next few years.

Upside Case

- Offers transparent product options with no cost service to customers
- Improves efficiency of mortgage brokers' business whilst providing additional business leads
- Opportunity to sell more products to the same customers and to enter offshore markets, such as UK where mortgage brokers are well established

Downside Case

- Mortgage brokers activities may be curtailed by changes in financial regulation
- ~Not breakeven at current transaction volume levels (\$15.6b of home loan applications as at February 2018)
- Relatively low barriers to entry

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