



## Firstfolio expands distribution

Kate Kachor

Financial services group Firstfolio has widened its national reach with the signing of a distribution deal with Queensland mortgage services group MyLender.

The deal is the second Firstfolio has signed in a month.

Last month the group secured distribution in Tasmania through Apple Loans.

The MyLender deal increases Firstfolio's nationwide network to more than 800 mortgage consultants.

Under the terms of the deal, MyLender will have access to

Firstfolio's aggregation platform, Lawfund.

As part of the agreement, MyLender founders Peter Mellor and Steve Essenstam will become Firstfolio area directors for the Brisbane region.

"In MyLender, Peter and Steve have built a very strong business with a great reputation in Brisbane. The partnership agreements complement each business well, and Firstfolio will play an important role helping grow the MyLender business," Firstfolio chief executive Mark Forsyth said.

Firstfolio and MyLender's agreement is based on a three-year

contract.

Commenting on the agreement, MyLender director Steve Essenstam said: "MyLender brokers have signalled clear demand for Firstfolio products amongst their clients, and we expect to develop a very healthy working relationship with Firstfolio."

Firstfolio offers a wide range of residential lending products to mortgage brokers and aggregators.

The listed financial services group had a portfolio of residential loans under management of about \$8 billion at December 2007. □