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LJ Hooker home loans

LJ HOOKER will relaunch its house-brand mortgage product after announcing a joint financial services agreement with listed mortgage and financial services distribution group Firstfolio.

Firstfolio would provide wholesale mortgage funding, telephone and web-based loan administration services and training to 140 LJ Hooker home loan consultants, Firstfolio said yesterday.

The agreement comes after a two-month pilot when LJ Hooker reaped \$30 million worth of applications for its house-brand loans.

LJ Hooker is the fourth partner to sign on to BLOOM — Firstfolio's proprietary business to business mortgage and financial services e-platform, launched last year.

- AAP