THE LENDING GROWTH SHIFT

A One Page Market Snapshot for Lenders and Brokers

This snapshot highlights what the current market shift means, where lending growth may be emerging and what lenders and brokers should be considering now.

01 MARKET SNAPSHOT

15%
Fall in residential home loan applications
NAB reported home loan applications down around 15% since the March quarter.

4%
Growth in Business & Private Banking
NAB's Business and Private Banking loan book grew 4%.

$295bn
Business & Private Banking loan book
Its strongest result since FY22.

80%
Of lenders expected commercial lending activity to increase
According to Deloitte's Commercial Real Estate Outlook.

02 WHAT THIS SHIFT IS TELLING US

ONE GROWTH ENGINE CREATES RISK
Residential lending remains important, but relying too heavily on one market leaves lenders more exposed when volumes soften.

DEMAND IS MOVING
Commercial lending, SME finance, development finance and specialist lending are becoming increasingly important areas to watch.

EARLY MOVERS HAVE AN ADVANTAGE
Lenders building capability now may be better positioned as demand shifts and new opportunities accelerate.

03 WHERE GROWTH MAY BE MOVING

COMMERCIAL LENDING
✓ Larger loan values.
✓ Longer relationships.
✓ Deeper customer connections.

SME FINANCE
Opportunity to support business owners already within your customer base.

DEVELOPMENT FINANCE
Another avenue for lenders looking beyond traditional residential lending.

SPECIALIST LENDING
Expertise and capability can create a competitive advantage.

04 WHY IT MATTERS

FOR LENDERS

Build resilience
Reduce reliance on a single lending segment.

Build capability first
New products need the right people, processes and expertise.

Get infrastructure right
Systems, documentation, settlements and operations must support growth.

FOR BROKERS

Follow client demand
Borrower needs may extend beyond traditional residential finance.

Know which lenders can do more
Broader capability creates more options for complex or changing needs.

Strengthen lending relationships
The right lender and legal partners matter as transactions become more sophisticated.

05 FIVE QUESTIONS TO ASK

01 Are we too reliant on residential lending?

02 Where is our next growth market likely to come from?

03 Do we have the products and capability to support it?

04 Are our systems, documentation and people ready?

05 Are we building the capability we will need over the next 3 to 5 years, or simply reacting to today's market?

KEY TAKEAWAY

THE OPPORTUNITY HASN'T DISAPPEARED. IT HAS SHIFTED.
The real question is whether your business is positioned to follow where demand is moving next.

GO DEEPER

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Craig Green's Lender Insights Video

TALK
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