

Satellite packagers can be an effective distribution channel

From Vic Jannels

While I agree with Justine Tomlinson when she says “lenders need strong distribution strategies that deliver volume and quality while enabling packagers to offer valuable services to brokers” (*Mortgage Strategy* December 17 2007), I disagree with her assertion that satellite packagers are not important.

Generalisations are misleading. While it’s true that some satellite packagers do not deliver what they should, others provide an effective distribution channel. We have successfully used them for many years and appreciate the experience they bring to us as a packager as well as to local brokers.

By suggesting that a hierarchy of distribution can’t work, the assumption is that utopia is lenders dealing directly with clients.

Such a proposition is incredible, but surely follows the argument that the article proposes.

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By email