



Louisa Sanghera : Bio

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#### ZIPPY FINANCIAL GROUP

After a 25-year career in banking in the UK and Europe, Louisa Sanghera migrated to Australia. With two small children and no support network in Sydney, she knew that picking up her career was going to be a challenge.

She decided to use her expert knowledge and extensive management training to start her own business and Zippy Financial was born.

Being a working mum, Louisa had an ambition to create a practice of working mums – all experienced mortgage brokers - supporting them with a career that would fit around their family lifestyle.

Louisa has taken care to create a family-style culture. Flexibility is very important for a team of working mums and she supports all of her staff in their quest for a work-life balance that works for each of them.

She has pioneered unique operating systems and marketing strategies and a level of client-focused care that is unsurpassed in the industry.

Louisa's innovative approach to business has attracted a great deal of interest in the industry, and she has been invited to help other brokers establish similar strategies through speaking at industry events and broadcasting a series of podcasts. She has also been interviewed by industry magazines, including The Advisor, MPA Magazine, and Australian Broker, featuring Zippy Financial as their cover story and double page spread. Louisa has been delighted to share her experience to help others in any way she can. She also writes industry-focused articles for a number of financial websites, including online finance magazine, [financy.com.au](http://financy.com.au)

Louisa has something of a reputation for doing things very speedily, hence the business name. (Interestingly, the name Zippy Financial was a suggestion from one of her first clients when she observed the speed at which Louisa worked and turned mortgages around.)

Louisa sincerely believes in unwaveringly doing the right thing for her clients. Zippy delivers a fast, honest and reliable service with infinite care and attention.

Working above and beyond for their clients is the absolute minimum the Zippy team expects from themselves. Louisa established these values in the business from the start and continually ensures that all members of her team live by these values every single day.

It is a combination of this total dedication to her clients, her team, and her collaborators, with her unique approach to marketing, that has driven the growth of Louisa's business from being a sole trader to a team of 5 women (all working flexible hours, from home) and from zero to a loan book value of \$170m in just 5 years.

#### A UNIQUE APPROACH

Working so closely with her clients, Louisa would get to know them pretty well and she discovered that many clients were running businesses of their own. She saw that so many of her customers and prospects had huge growth opportunities - but often did not realise it. Although they had come to Louisa for a mortgage, during the disclosure process she would get to know their business life, and could see how, in many cases they could be connected with others to build and grow their businesses.

As a bit of an entrepreneur, this prompted Louisa to launch Connect for Success, which connects a range of business owners across Sydney's North Shore and Northern Beaches. CFS has a vibrant online community of smart, like-minded business people that collaborate, share expertise, offer advice and refer business to each other.

Louisa hosts quarterly events, which attract over 70 small businesses and has curated a lineup of incredibly inspirational and educational speakers on topics that are most important to CFS members. Following on from these quarterly events, Louisa has continually developed the CFS services based solely on the needs of her members and now includes regular low-cost masterclass workshops to help members develop their business skills on topics such as sales, HR, finance, marketing and business law.

In addition, she hosts coffee mornings with educational discussion topics and problem-solving, as well as a variety of social events, knowing that developing those business friendships results in more business between members.

CFS is entirely not-for-profit and is funded and sponsored by Zippy Financial Group. It has been developed to give back to the local community and help other small businesses to succeed.

From CFS, Louisa went on to launch and/or acquire a number of community websites and Facebook groups, including Northern Beaches Mums and Mum CFOs that now afford Zippy exposure to a collective membership in excess of 100,000.

Zippy Financial, which sponsors and supports these groups, hosts live Q&A sessions on financial topics, contributes articles and advice on topics such as money-saving tips, budget planning for busy mums, etc.

Louisa, along with strategic partners in complimentary fields of finance and property, hosts regular property investment seminars, both online and live, at local venues.

Through Louisa's community marketing strategy, Zippy Financial has embedded itself into the various communities in a position of trust, professionalism and approachability and is becoming the first point of recommendation from the member base. As members become clients, they are liberal in their praise of Zippy online, further cementing its reputation as a trusted financial partner.

Louisa strongly believes her own success is a demonstration of how many people she has helped along the way, including the many small business owners, local mums and 'mumpreneurs' advertisers, and sponsors, that are members of the Zippy community and networking groups. Everyone involved benefits, which Louisa believes should be the true spirit of marketing. If we can help many others while helping to grow our own business, everybody wins.