

PRIVATE

BY THE FINANCE AGENCY

MORE THAN LENDING.

WELCOME TO PRIVATE

PRIVATE is designed exclusively for clients with complex needs and/or larger levels of borrowing. It's built around your drive to grow, with a dedicated team and strategic support designed to create clarity and unlock opportunity.

Our Private clients include senior executives, legal and medical professionals, business owners, and individuals managing significant assets or structures. People who don't have time for second-guessing – and who want a team that operates at their level.

This is not about more meetings or more noise.

IT'S ABOUT MEANINGFUL CONVERSATIONS AND MEASURABLE OUTCOMES.

WHAT YOU GET AS A PRIVATE CLIENT

DEDICATED LENDING TEAM

You'll work with senior lending specialists and business people who understand complex borrowing, asset-backed structures, trust arrangements, SMSFs, business strategy and operational performance.

ONGOING STRATEGIC CONSULTATION

Gain access to our in-house business consulting team and senior specialists who can work alongside you to guide big decisions, structure your affairs, and engage with other professionals (accountants, lawyers, financial advisers, family office teams).

We operate as your point of integration, offering:

- Structuring and scenario development
- Insights into how to manage personal and business finance in tandem
- Guidance on lending, investment, and wealth transitions
- Clear documentation and coordination with your broader advisory team

THIS IS NOT FINANCIAL ADVICE. IT'S SOMETHING BROADER.

It's a considered, commercial viewpoint from someone who's seen it before – and knows how to connect the dots for you.





FOR THOSE WHO WANT TO ADD ANOTHER LAYER OF BUSINESS CONSULTING

The consulting relationship begins through the Private offer. We only work with a small number of consulting clients to maintain the depth and discretion our service demands.

WHY THIS MATTERS

High-achieving individuals often find themselves managing a web of complexity – from investment properties and operating businesses to family trusts and global assets. Yet too often, no one is looking at the full picture.

Private ensures you have the right support – not just when a decision needs to be made, but before it arrives.

We become the team who works quietly in the background, understands your risk appetite and your goals, and helps you shape decisions with foresight. Because in your world, clarity is everything.

IS PRIVATE RIGHT FOR YOU?

Private is designed for people with:

- Larger levels of borrowing
- Complex personal or business structures
- Significant upcoming transactions
- A need for proactive, strategic engagement
- An appreciation for discretion and rigour

*If that's you – or if you've outgrown your current model –
it's worth a conversation.*



PRIVATE
BY THE FINANCE AGENCY

Not for everyone.

But exactly right for some.



Hanif Ibrahim
Managing Director
hanif@financeagency.com.au
0422 806 806

ABOUT HANIF & THE FINANCE AGENCY TEAM

Hanif Ibrahim **Finance Specialist | Strategic Advisor**

Hanif brings more than 16 years of finance expertise, with a career that spans complex lending, commercial property, high-net-worth structures, and business banking. But more than credentials, it's his calm, strategic approach that clients value most.

A trusted name in finance, Hanif has advised executives, medical professionals, legal partners, and business owners across Australia. He understands the pressures of high performance – and how financial complexity can become a distraction when not handled well.

Hanif also brings a deep business background, having started, acquired, and sold multiple businesses across a range of industries. He's led leadership teams, navigated M&A transactions, and worked closely with founders and boards – giving him a highly commercial lens and real-world insight that goes far beyond the numbers. This experience means he's not only fluent in finance but understands business drivers, risk, and strategic trade-offs from the inside out.

What sets Hanif apart is his ability to step into the grey and provide clarity. He listens deeply, brings commercial understanding, and builds solutions that aren't just viable – they're genuinely aligned to what clients want in the long term.

For Private clients, Hanif is often the first point of contact. He takes the time to understand your world – the moving parts, the blind spots, and the ambitions – and works with our team to design a path forward that's not only financially sound but commercially smart.

"It's not just about getting the deal done. It's about knowing what the right move looks like — and having someone in your corner who will work with you on that."



YOUR PRIVATE TEAM

When you work with The Finance Agency through Private, you're not just getting a lender — you're engaging a handpicked team of specialists, each bringing deep experience in their domain and a shared commitment to outcomes.

Our Private clients are supported by:

- A dedicated Lending Specialist, who works with you to structure and manage your lending across residential, commercial, and asset-backed finance
- A Consulting Lead, who provides strategic input, scenario planning, and coordination with your accountant, lawyer, or financial planner
- A Senior Support Team, ensuring documentation, timing, and follow-through are seamless, discreet, and efficient

WE WORK CLOSELY, COMMUNICATE CLEARLY, AND MOVE QUICKLY.

You'll never be left chasing answers or wondering who's looking after what. We know your time is valuable, and your expectations are high. So are ours.

Because when the stakes are high, your support team should be exceptional.

PRIVATE
BY THE FINANCE AGENCY

FINANCEAGENCY.COM.AU