



With extensive experience of the South African mortgage industry tucked in his belt, Gary Petersen became The Bond Man just two years ago, laying solid foundations for both his company and his clients.

the BOND MAN

Property finance company, The Bond Man is an independent mortgage originator whose clients are home buyers requiring mortgage finance as well as homeowners wishing to re-finance (in other words, increase) their existing bonds. Essentially, The Bond Man's function is to shop around among the various lenders in order to secure the most competitive deal for their clients.

Although predominantly active on Cape Town's Atlantic Seaboard and City Bowl, the company is not restricted to any particular geographical area and is able to handle the securing of bonds across the length and breadth of South Africa.

Being entirely independent, The Bond Man (unlike most mortgage originators) has no contractual obligations with any real estate company, so business is generated purely by the company's own networking and marketing efforts. The majority of the company's clients are professional, self-employed people who don't necessarily fit into the 'neat little box' category.

The two-year old company owes its success to Gary Peterson and Jenni Warrington, who have both built valuable relationships with the major bank groups over many years and enjoy the privilege of personal access to the various banks' decision makers.

'This comes in useful when we need to motivate a tricky application that may not conform with the normal criteria applicable to salaried individuals,' explains Gary. 'Because each application we submit receives a detailed motivation, our bonds are seldom declined. We've built up an excellent reputation with the banks and they know

what to expect when they see a Bond Man application.'

Owner and sole proprietor, Gary Peterson is The Bond Man, and before starting the company he was a founding consultant at MortgageSA and consistently one of their top performers. For many years, he serviced Seeff, Pam Golding and Vered on the Atlantic Seaboard and in the City Bowl – all real estate companies (among many others) who were shareholders in MortgageSA, and consequently with buyers who were automatically passed on to Gary. The huge leap of faith it required to leave the

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comfort zone of a large successful organisation with built-in lead generators to launch his own business has been rewarded: 'I have many loyal clients who have come back to me time and again, and have spread the word to their friends and associates'.

Jenni Warrington was a prominent estate agent in Sea Point for many years and, having worked with Gary at various stages of their respective careers in the property business over 20 years, she joined The Bond Man just on a year ago.

Originally from the KwaZulu-Natal Midlands, Gary hails from a banking and financial marketing background and has lived in Cape Town for the past 20 years. Small-time property investment is his passion and he has a particular interest in identifying the potential in small, unique properties and the challenges that come with creating workable spaces. 'My first experience at unlocking the potential in a small space came when I bought three tiny, dark store-rooms measuring 9m² each on the ground floor of a block in Tamboerskloof. I paid R5 000 for each of them and with the Body Corporate's permission, I removed the internal walls to create a beautiful garden flat.' Since then, Gary has gone on to bigger renovations, but this initial property purchase – fondly known as 'the caravan' – remains his favourite and has turned out to be his best investment ever.

The Bond Man's office is also housed in one of Gary's property investments and renovation projects – an historic cottage with business rights in Oranjezicht. 'The property had a single owner for nearly 60 years and the impeccable oregon floorboards were protected for most of that time by linoleum,' explains Gary. He had all the wood stripped, the original light fittings restored and introduced some 'wacky touches' together with his assistant, Cathy, and together they've created an enchanting workplace filled with fascinating items of ethno-kitsch and some gorgeous art. 'I've tried to introduce a few period touches and was lucky enough to pick up a beautiful Art Deco chandelier from Burr & Muir. The office gives expression to my eccentric alter-ego: I love the fact that I can fill it with the sort of things that I wouldn't dream of putting in my modern, minimalist home in Green Point,' says Gary.

Jenni, on the other hand, is married with two daughters – Kim and Claire – and lives in Sea Point, but a great deal of her spare time is spent putting finishing touches to her holiday home in Yzerfontein. A self-confessed shopaholic, Gary believes nobody is better than Jenni at tracking down a bargain. 'In her working life,' says Gary 'this talent in Jenni manifests in a relentless determination to source the very best deal for her clients.'

The vision for The Bond Man is to keep the operation tight: 'In mortgage origination, there's always the temptation to take on more consultants,' says Gary. 'It's the whole "economies of scale" thing. I know the reason we're successful is that we're able to provide our clients with a level of personalised service that our larger competitors struggle to do consistently. I'm talking to prospective consultants who have expressed an interest in coming on board, but I'm in no rush to expand the business. With competitors setting up shop every five minutes, it's important to identify the right people for our particular niche market.'

For more information, visit www.thebondman.co.za

