

# AMANDA NORLING

CREDIT REPRESENTATIVE

Amanda is a qualified Credit Representative with more than 24 years of experience in the banking and finance industry. She has built a strong career specialising in business and commercial lending, with a particular focus on helping clients secure the right finance solutions to support their investments and long-term goals.

Before joining the team at Mike Phipps Finance, Amanda held a number of roles within the banking sector where she worked closely with business owners, property investors and accommodation operators. Through these roles she developed extensive experience structuring lending solutions while building trusted, long-term relationships with clients.

Working closely with senior broker Cameron Wicking, Amanda is passionate about providing genuine support and guidance throughout the finance journey. She understands that purchasing a business or property can be both exciting and daunting. Amanda takes pride in making the process as clear and seamless as possible, drawing on her strong industry knowledge and relationship focused approach. Amanda also works closely with the wider MPF team to ensure every client receives personalised advice and a high level of care from initial enquiry right through to settlement and beyond.

## CONTACT

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Why do you recommend using a finance broker when applying for a loan?

Using a finance broker gives you access to a wide range of lenders and loan options, allowing us to find the solution that best suits your individual circumstances. Just as importantly, we guide you through every stage of the process, from structuring the application through to approval and settlement, helping to make what can sometimes feel like a complicated process much smoother and far less stressful.

What do you like to do in your spare time?

When I'm not working, I enjoy spending time with family and friends. I love getting away camping, going for a hike or spending time at the beach, soaking up the quiet and being in nature. It's my favourite way to unwind, usually with a good book that I never quite seem to finish.

What is your best piece of advice for clients entering the accommodation industry?

Take the time to really understand the business you are purchasing and surround yourself with experienced professionals. Having the right broker, accountant, and solicitor in place can make a significant difference to the success of the purchase, helping to make the process smoother and ensuring you feel supported every step of the way.

What is your favourite thing about working at Mike Phipps Finance?

The team and the relationships we build with our clients. Everyone genuinely works together to achieve the best outcomes, creating a supportive environment and making it incredibly rewarding to see our clients succeed.

Industry finance specialists with over 100 years combined experience.