

Natloans Named AFG's Top Personal Loan Broker VIC/TAS for 15th Year - Natloans

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Natloans Named AFG's Top Personal Loan Broker VIC/TAS for 15th Year

By Mary Nebotakis, Managing Director, Natloans, B. Eco, Dip. Financial Services

15 Years at the Top: Natloans Recognised as AFG's Leading Personal Loan Broker in VIC/TAS

Natloans is proud to celebrate an extraordinary milestone, being recognised as AFG's leading personal loan broker in Victoria and Tasmania for the 15th consecutive year .

For the Natloans team, the achievement represents much more than another industry award. Fifteen consecutive years of recognition reflects the experience, consistency and customer focus that have helped Natloans grow from its foundations in personal and asset finance into one of Australia's genuinely diversified finance brokerages.

Led by Managing Director Mary Nebotakis , Natloans today helps Australians with personal loans, car and asset finance, home loans, refinancing, investment property finance, commercial property lending, SMSF lending, business finance and equipment finance.

The business has now assisted more than 10,000 customers and received more than 900 five-star Google reviews .

For Mary, the latest AFG recognition is particularly meaningful because of the history behind it.

"Winning an award once is something to celebrate, but to be recognised for 15 consecutive years is something our entire team can be incredibly proud of.

"Personal lending has been an important part of Natloans from the beginning. While our business has grown enormously and diversified into many other areas of finance, our commitment to helping

customers find the right finance solution has never changed.”

15 years of personal loan experience and recognition

Natloans has been helping Australians with personal loans and other finance solutions for more than 15 years.

During that time, the lending market has changed significantly. New lenders have entered the market, technology has transformed the application process and customers now have access to considerably more finance options.

One thing that hasn't changed is the value an experienced finance broker can provide.

Rather than being limited to the products of a single bank or lender, Natloans brokers can assess a customer's requirements and compare suitable options from a broad panel of lenders.

Whether a customer is looking for a personal loan to fund a major purchase, undertake home improvements, consolidate eligible debts or meet another personal finance requirement, the objective is to help them understand the available options and identify an appropriate solution for their circumstances.

Being recognised by AFG as its leading personal loan broker in Victoria and Tasmania for 15 consecutive years is something Natloans believes demonstrates both the depth and consistency of that experience.

Personal loans were only the beginning

While Natloans' success in personal lending has continued, the business has evolved considerably.

Car and asset finance have also been central to Natloans for more than 15 years , with the brokerage helping individuals and businesses finance cars, commercial vehicles, equipment and other assets.

That experience also sits behind Car Finance Brokers Australia , Natloans' specialist car finance brokerage helping Australians compare finance options for new and used vehicles, refinancing, electric vehicles and business vehicle finance.

Customers looking specifically for vehicle finance can learn more through Car Finance Brokers Australia .

The specialist brand forms part of the broader Natloans philosophy: combining specialist expertise in individual lending categories with the resources and lender relationships of a diversified Australian finance brokerage.

Building a significant home loan and property finance business

The diversification of Natloans hasn't stopped with personal and asset finance.

Over the past five years , Natloans has invested significantly in developing its home loan and broader property finance capabilities.

Today, the Natloans mortgage team assists customers with:

First home buyer loans

Home purchases and upgrading

Home loan refinancing

Investment property finance

Construction lending

Commercial property finance

SMSF property lending

This has become an increasingly important part of the Natloans business and complements its longstanding experience across personal, asset and business finance.

For Mary, the strategy is about being able to support a customer beyond a single transaction.

“We’ve never wanted to move away from the areas that built Natloans. Personal lending and asset finance remain incredibly important parts of our business.

“What we’ve done over the past five years is build another substantial capability alongside them through home loans and broader property finance.

“A customer might initially come to Natloans for a personal loan or car loan and later need help buying their first home, refinancing their mortgage, purchasing an investment property or financing a commercial property.

“We want Natloans to be the finance brokerage they can come back to as their needs change.”

A genuinely diversified Australian finance brokerage

Today, Natloans brings these different areas of finance together under one broader proposition.

The business provides access to a broad panel of lenders and assists customers across:

Home Loans & Property Finance – including home purchases, refinancing, investment lending, construction finance, commercial property and SMSF lending.

Personal Loans – helping customers compare personal lending options for a range of eligible purposes.

Car & Asset Finance – including new and used vehicles, business vehicles, equipment and other asset finance requirements.

Business Finance – supporting businesses with finance for equipment, vehicles, growth and other commercial requirements.

The aim isn’t simply to offer more products.

It is to build longer-term customer relationships and ensure Natloans has the expertise to assist when a customer’s finance requirements change.

A multi-award-winning finance brokerage

The latest AFG recognition adds to an exceptional period of industry recognition for Natloans.

In 2026, Natloans was named Best Finance Brokerage (Office) – Victoria/Tasmania at the Better Business Awards.

Natloans was also selected as a national finalist for Diversified Brokerage of the Year at the 2026 Australian Broking Awards.

Together with 15 consecutive years of recognition as AFG’s leading personal loan broker in Victoria and Tasmania, these achievements reflect both sides of the Natloans story: deep expertise in the areas that established the business and the successful development of a much broader finance offering.

Importantly, the industry recognition has also been matched by customer feedback.

Natloans has now received more than 900 five-star Google reviews, reflecting the experiences of customers across personal loans, car finance, home loans and broader finance needs.

“Awards are wonderful recognition for our team because they acknowledge the work people across Natloans do every day,” Mary says.

“But having more than 900 customers take the time to leave us a five-star Google review is equally important to us.

“It tells us that while Natloans has grown and diversified, we’ve continued to deliver the level of service our customers expect.”

Why use a personal loan broker?

Finding the right personal loan isn’t necessarily about simply choosing the lowest advertised interest rate.

Lenders have different credit policies, eligibility requirements, loan limits, fees and approaches to different customer circumstances.

An experienced personal loan broker can help a customer understand those differences, compare suitable options and navigate the application process.

At Natloans, customers have access to experienced finance brokers and a broad panel of lenders, with the team assisting customers in Melbourne, across Victoria and throughout Australia.

After 15 consecutive years of recognition through AFG, the philosophy remains straightforward: understand what the customer wants to achieve, explore appropriate finance options and make the process as straightforward as possible.

Celebrating 15 years – and looking ahead

For Natloans, being recognised as AFG’s leading personal loan broker in Victoria and Tasmania for 15 consecutive years is both an opportunity to celebrate the past and a foundation for the future.

The business will continue investing in the personal and asset finance capabilities that helped establish Natloans while further growing its home loan, investment lending, commercial property finance and SMSF lending divisions.

“Fifteen years is an incredible milestone, and I couldn’t be prouder of our team,” Mary says.

“Most importantly, we’d like to thank the thousands of customers who have trusted Natloans to help them with their finance over the years.

“Our business is much broader today than when we started, but our focus remains the same – great service, access to a broad range of finance options and relationships that last well beyond a single transaction.”

Looking for a personal loan?

Natloans helps customers across Melbourne, Victoria and throughout Australia compare personal loan options from a broad panel of lenders.

Whether you’re looking for a personal loan, car finance, home loan, refinancing, investment finance or another lending solution, the Natloans team can help you understand the options that may be available.

Speak with Natloans today to discuss your finance requirements.

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