

ные потери по ссудам и формирования дополнительного резерва на возможные потери по ссудам с целью совершенствования внутрибанковского способа самострахования кредитного риска на примере зарубежных стран.

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CREDIT BROKERAGE: DEVELOPMENT AND COMMUNICATION WITH BANKS

Credit brokerage is a kind of intermediary activity of a loan broker, who is responsible for finding optimal credit conditions for a future borrower, choosing a bank or other financial institution, providing assistance in preparation of documents for the credit committee, the legal and financial counseling. The ultimate goal of this type of activity consists in obtaining a customer credit, ie, mortgage broker accompanies the process of granting and repayment of the loan.

Nowadays in Western countries it is a credit broker who supplies banks with the main stream of customers (about 60 % in Europe and almost 90 % in the USA). On the Russian market, credit brokerage provides up to 25 % of credit transactions, still having significant potential for development.

In the post-crisis situation, loan brokerage, not only remains one of the most important areas of business, but is also being redesigned in search for innovative business solutions such as financial counseling, preparation of business projects for small and medium-sized businesses in the sphere of mortgage, focused on alternative products, e.g. construction savings, credit card sales, insurance services. Brokers' activities are marked with a shift to multi-product and increased range of services. Credit brokers take on an intermediary role (the role of a third party to resolve disputes between customers and banks), the function of call-centers and back offices of banks that are engaged in debt collection.

The issue of payment for brokerage services is still widely debated. Most brokers pass this function to the banks. A fee of about 1 % of the loan is considered to be most reasonable.

In our country the segment of credit brokers appeared not long ago, namely in 2006–2007, and the domestic market is still in its infancy. The activities of these entities are not legally defined yet, however the State have some level of control over this sphere. Domestic brokers provide consulting services in the area of lending. In Belarus it is small businesses and individual entrepreneurs who mostly turn to brokers.

Practical application of this mechanism can appear to be an effective tool to diversify ways of attracting customers. For example, currently 25–30 % of the total customer flow represent the share of credit brokers, while up to 70 % of clients have been attracted by the Internet. According to analysts, the volume of

transactions of credit brokerage in the mortgage market of Russia in 2015 will comprise about 50 % of the total number of transactions which equals at least 400 billion rubles a year. In present-day Russia about 90 % of credit brokers are engaged in credit support of transaction, and only 10 % provide consulting services. The competence of Belarusian loan brokers includes maximum simplification of all procedures associated with getting loans, reducing risks connected with possible failure of the bank, all kinds of paper work and customer support at all stages of the process of getting a loan.

Besides a credit broker may take on all operational costs and bank's risks. To set an example, in JSC «Belarusbank» the choice of loan product requires about 30 minutes, checking of potential borrower's credit history takes up to 10 days and making a loan contract calls for about 20 minutes. Accordingly, credit brokers' activities are likely to turn into a perfect alternative (or at least an addition) to banks' inherent distribution channels as well as to contribute to the reduction of operational costs.

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