

Smart Business Plans Australia



Media Fact Sheet

**\$550m+
Commercial
Finance**

**3,300+
Clients
Helped**

**15 Years
Experience**

Company Overview

Smart Business Plans is a specialist commercial finance brokerage based in Brisbane, Queensland, providing expert business and **commercial property finance** solutions to Australian businesses **nationally**. Founded by Nadine and Chris Connell, this boutique brokerage has helped their clients with over **\$550m+ in commercial finance since 2009**, focusing exclusively on commercial and business finance rather than residential loans.

Core Services:

- Commercial Property Finance
- Business Owner Occupier Finance
- Commercial Investment Finance
- SMSF Commercial Finance
- Commercial Construction Finance
- Medical & Allied Health Finance
- Complex Commercial Transactions
- Commercial Refinancing
- Business Acquisitions
- Working Capital Solutions
- Bridging Finance

Primary Client Base:

Business Owner-Occupiers:

Business owners purchasing commercial property to operate from

Commercial Property Investors:

Portfolio building and investment property acquisition

SMSF Trustees: Self-managed super funds investing in commercial real estate

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Leadership

Nadine Connell

Founder, Director and Principal Commercial Finance Broker.

15+ years commercial finance experience.
Female business owner and entrepreneur.



Chris Connell

Co-Founder, Director of Business Development and Partnerships

20+ years commercial management and development experience.



Market Differentiation

Specialist vs Generalist:

We focus exclusively on commercial and business finance, not residential.

Knowledge:

Deep understanding of commercial property markets, lender requirements, and complex deal structures including SMSF, construction, and development finance.

Media Enquiries:

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We will respond to quote requests within 2 hours