

# Profile



## Aaron Upcroft

MORE – *Founder & CEO*  
MORE Finance – *Head Broker*  
MORE Legal – *Principal Solicitor*

Call for a chat: 02 9267 7394 / 0425 300 107  
Connect: [linkedin.com/in/aaronupcroft](https://www.linkedin.com/in/aaronupcroft)

*“I’m passionate about our business and how we help our clients – it’s inside of me and I can’t switch it off. I will always fight to get people the best deal and mitigate risk, and pride myself on my ability to communicate very complex matters in a simple way.”*

Advice from every angle

As MORE’s Head of Finance & Legal, Aaron provides the leadership and technical expertise that allow MORE to stand out from the crowd. His professionalism and commitment to ethical service standards have helped thousands of clients to tailor their property transactions to their lives, and build better financial futures.

Aaron is a fully qualified Mortgage Broker and Property Lawyer. He is an expert in all areas of property buying and selling, and can handle any issues or questions that arise, no matter how simple or complex. He has been at the helm of more than 2,000 property transactions involving more than \$2-billion worth of property. In addition, his qualifications allow him to advise clients on legal and finance issues, simultaneously – and that means faster, better outcomes.

Aaron has written for the highly regarded MFAA publication, *Mortgage and Finance*

*Brief*, and is an active and respected industry commentator.

Aaron is also the Principal Solicitor of MORE Legal, the firm’s in-house legal division. He was admitted as a lawyer in NSW in 1999, and practises solely in the legal areas of Property, Banking & Finance, and General Commercial.

Aaron leads by example. Customer service is at the heart of everything he does, and he and his team are always available, reliable and prompt.

## Qualifications

- Practising Solicitor (admitted in 1999)
- MFAA Credit Adviser
- Diploma in Financial Services (Finance/ Mortgage Broking)
- Graduate Diploma in Legal Practice
- LLB Bachelor of Laws
- BMATH Bachelor of Mathematics

## Professional Memberships

- Member of the Law Society of NSW
- Mortgage & Finance Association of Australia (MFAA) Full Member
- Member of the Credit Ombudsman Service Ltd

## Testimonial

“In describing your reliability and commitment to friends of mine, I likened your approach to that of an exquisite restaurant. You know the type where you know the food and wine will be good enough but it is the exemplary service and that bit extra in making you feel welcome and relaxed that makes the dining experience so memorable. It is hard to believe that a broker could provide something similar to fine dining but it is true. Your courtesy and responsiveness made a complex process relatively easy and painless...”

### Jim Watterston - Chief Executive

ACT Department of Education and Training

For great mortgage and property advice, contact Aaron on:

p: 02 9267 7394 m: 0425 300 107 [linkedin.com/in/aaronupcroft](https://www.linkedin.com/in/aaronupcroft)

[moregroup.com.au](https://www.moregroup.com.au)

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