

The Story Behind Core Finance

Core Finance was founded on a family legacy

How? It all sprung from the patriarch of the Donoghue family; Brendan Donoghue.

After growing up in a family of 10, in a one bedroom cottage, in the peat bogs of Ireland; Brendan aspired to a better life.

Taking a leap into his future, Brendan completed a short stint at Blackrock College, followed by a courageous move to the bright lights of London, where he landed his first job in the bank.

A rite of passage: Brendan's journey to New Zealand

Following his entry into the banking sector, Brendan grinded it out for a few years; before stumbling across an ad for a banking job in New Zealand.

As a country boy, Brendan had no idea where New Zealand was; but he thought it sounded exotic.

After interviewing for the job, Brendan was told that he'd be tripping over bronzed bodies on the beach on his way to work – he was on the next flight out of there!

Three flights later, a curious Kiwi asked Brendan where he was off to – he told her about his new job in New Lynn where he'd be tripping over bronzed bodies on the beach – she advised him that there was no beach in New Lynn and it was also a dry area.

Devastating news to an Irishman!

Nonetheless, he took on the role with his chin high, and it wasn't long before he transferred to Auckland CBD, where he met the matriarch of the family; Linda.

With a goal in mind, Brendan took to the property market

After years of banking expertise, a mind full of finance knowledge, and experience of dealing with lenders on a daily basis; Brendan saw an insight into the financial rewards of the lending and brokerage sector.

So, he took to the property market; opening his own finance company – Abcom Finance – in the early 90s and becoming one of Auckland's original mortgage brokers.

How? Aside from a drive to succeed and a goal to provide his family with a more comfortable life, Brendan's first step to success was simple: he placed an ad in the New Zealand Herald noting 'investor wanted'.

A chap took a punt; lending him the funds he needed to get started. And the rest is history.

25 years later, Abcom prospers alongside partners Core and Plus Finance

Once Abcom was up and running, Brendan's son Sean joined the business; running and growing the company together until Brendan's retirement in 2007.

Sean took over the reigns, and it wasn't long until his older brother Grant joined him in business; expanding into the commercial sector and founding Core Finance in 2008.

By 2013, the team created another alliance, forming Plus Finance with long-time friend Simeon; expanding business to the Waikato region.

Who are we today?

With a personal approach to non-bank lending, Abcom, Core and Plus Finance work both independently and as a team; fostering financial growth and security with a less rigid approach to finance.

Now, Sean's son Ben has also joined the legacy, working alongside Sean at Abcom Finance.

3 finance companies, 3 generations, and 25 years later that original 'chap' is still an investor with the family and Core Finance.