

5 March 2008

Press release from Integer

Integer goes direct with R1bn in home loans

- Approved home loans exceeding R1 billion
- Appoints fleet of mobile sales consultants
- 18 sales consultants appointed and further 20 to be appointed during March 2008

With approved home loans now exceeding R1 billion since its launch on 1 October 2007, home loan provider Integer has expanded its service offering with the appointment of a team of mobile sales consultants who can meet with clients at their convenience, be it in the comfort of their homes or at work.

"The appointment of the sales force is in recognition of the fact that we believe in giving customers choice. The move is in acknowledgment that not all borrowers wish to interact in an identical manner", says Simon Stockley, CEO of Integer Home Loans. "Integer currently affords its customers the convenience of dealing through selected mortgage originators, via the call centre environment or over the internet. The deployment of these skilled mortgage advisers now allows our customers the opportunity to meet face-to-face, in the convenience of their own home or office environment."

The sales force will be supported in their activities by the opening of client contact centres in the major metropolises during the second quarter of 2008. This roll out of offices adds further convenience to the growing Integer client base.

"For too long banks in this country have forced their chosen distribution strategy down the throat of consumers - a strategy usually designed to suit their needs and cost constraints and not the consumers. Our approach is in stark contrast to the arrogance and lack of sensitivity to customer needs."

"The mobile consultants will augment our online facility which is accessible 24-7, and allows for interactive communication with clients and a step-by-step explanation of benefits relating to Integer's Home Loan."

Integer's consultants will service clients in Johannesburg, Vanderbijl Park, Pretoria, Cape Town and Durban. The consultants will be instantly recognizable as they travel around in striking black Integer branded Fiat cars in their fleet.

Consultants can be reached on 0861 4 66 66 4 (or 0861 INTEGER).

About Integer

Integer is an online home loans finance provider which offers competitively priced mortgage products in competition with the banks. Integer offers the convenience of a Visa debit card and internet banking as an adjunct to the home loan offering.

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