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St Andrew's Strategy Driving New Business Growth with new Broker Product

St Andrew's aggressive business growth strategy had its first big win today, announcing the signing of their newest Corporate Partner, Mortgages Today Pty Ltd which trades as Wealth Today.

Wealth Today is part of the Today group of companies, operating at the cutting edge of development within the financial services sector, with a significant focus on the mortgage broker industry.

"We are especially excited about working with Wealth Today as it signals a new growth phase for us," said Renato Mazza, St Andrew's CEO.

"Offering our new ProtectMyHomeLoan insurance cover to the Mortgage Broker space through Wealth Today is a perfect strategic fit for our organisation; a new corporate partner, with a new product, in a new market is exactly the right direction for us, and indicates the beginning of what looks to be a very busy few years."

ProtectMyHomeLoan has been specifically designed by St Andrew's for the Broker market. It allows brokers to either sell or refer the mortgage protection product through a simple online system.

"In this market, home buyers are being more cautious when selecting their mortgage provider," said St Andrew's Senior Manager New Markets, Alison Chapman. "With a growing number of buyers taking out their loans through mortgage brokers, we've built a product to streamline the whole process. We believe that the flexibility and benefits of ProtectMyHomeLoan makes the product an attractive solution for both mortgage brokers and a wider range of their customers," she said.

ProtectMyHomeLoan officially launched at this year's national MFAA Brokers conference in Adelaide, where industry delegates were proactively searching for a product to protect their customer's mortgages without having any unwanted obstacles or delays in the loan approval process.

“This is the kind of product that mortgage clients are being cross-sold by the banks every day and brokers are missing out,” said Wealth Today’s CEO, Michael Stephens. “For a broker to be able to sell this product is so simple. We are excited to be partnering with St Andrew’s and to be the first to bring this product directly to brokers.”

If your business is interested in finding out more about ProtectMyHomeLoan insurance, please contact Alison Chapman on 0439 696 086.

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