



# LJ Hooker in loan market

## Leading property group challenges big banks with its pioneering home loan product

**L**EADING property group LJ Hooker has joined forces with specialist mortgage and financial services distribution group Firstfolio to pioneer a home loan product that offers consumers several new features.

In a move challenging the offerings of the big banks and other mortgage providers, LJ Hooker has launched LJ Hooker Classic Home Loan, making it the first real estate company to back a home loan with its own brand.

The launch follows a successful pilot offering within the LJ Hooker network during the past two months that resulted in the Company writing over \$30 million in home loans.

LJ Hooker has now extended the highly competitive variable loan – which is currently being offered at 6.65% – to all prospective home buyers regardless if they buy or sell through the real estate network.

LJ Hooker believes the new loan offers borrowers another option in the tightly held home loan market and that consumers will be the beneficiaries of the increased competition.

“This product is open to everyone and not just LJ Hooker customers,” said LJ Hooker executive chairman L Janusz Hooker.

“Borrowers have low rates and a fee structure that makes this loan product one of the most competitive available today and can be applied for online at [www.ljhooker.com](http://www.ljhooker.com).

“There is no application fee, no valuation fee, no redraw fee, and no ongoing annual fee.

“A settlement fee only applies to loans of \$500,000 or less.”

However, as a special introductory offer this has been waived until October 31.

Having the home buying and loan phases under the one roof offers borrowers a stream-

lined process, giving them the edge in securing their home loan at faster turnaround times than other leading vendors.

“There is a fast-track approval time which can put the buyer one step ahead of their competition, giving them confidence in securing their purchase,” Mr Hooker added.

“All the help buyers need in securing the right loan comes at no cost, and we have a team of finance and sales people to help them through the home buying experience, said Peter Bromley, general manager LJ Hooker Finance.

“Consumers can now choose fully flexible, price-competitive loans from the name they already trust in for their real estate transactions.”

With the launch of the new website customers can benefit from dedicated Finance pages enabling them to inquire and apply online or talk with an LJ Hooker Finance consultant.

The dedicated Finance pages feature loan calculators, interest rate comparisons and the ability to apply online to help customers find the loan that best suits their circumstances.

The Classic Home Loan is suitable for first home buyers, investors and those looking to refinance, buy or build a new home.

“The launch of the LJ Hooker Classic Home Loan is a leading step in the real estate finance process and integral to our plan of being at the fore of new innovations in the market,” Mr Hooker said.

“Our long-term goal is to increase our market position and we believe offering home buyers and property investors new products such as home loans at a competitive rate and with more features than the big banks offer will help us achieve that.

