



AIB Launches Mortgages Direct

15th February 2000

AIB has launched a direct mortgage service by blending the direct delivery channels of Internet & telephone. The service will be launched on 16th February and potential house buyers will have the following facilities:

"Mortgages Direct"

- Receive an immediate “mortgage in principle” decision
- Submit a mortgage application via the Internet or telephone
- Receive a sanctioned decision within 36 hours
- Speak directly to an AIB Telephone Mortgage Consultant via a “call me” button on the web site.
- Arrange an appointment with an AIB Branch or Telephone Mortgage Consultant.
- Receive a mortgage quotation with AIB Payment Protection Plan free for first three months.
- Receive an Ark Life Mortgage Protection Plan with immediate free accidental death benefit cover.

The www.aibmortgages.com site also provides:

- Detailed information on the process of buying a house.
- Detailed economic analysis on the Irish Mortgage Market provided by Goodbody Stockbrokers.
- Forecast on the future challenges facing the Irish Economy from Amarach Research Consultants.
- A Frequently Asked Questions & ‘Jargonbusters’ database.
- Personalisation – allowing the customer to use detailed site content as a point of reference to support their mortgage purchase decisions.

Commenting on the launch of AIB Mortgages Direct, Aidan Clarke, Head of AIB Home Mortgages, said:

“ The blend of mortgage service channels offered by AIB is now the most comprehensive in the Irish market.

We appreciate that purchasing a mortgage is a major decision for many of our customers. Our aim is to offer maximum accessibility to detailed information and advice, via branch, telephone or internet, to assist customers in making a mortgage decision that is right for them.

We already offer customers mortgage products through our branches and via the telephone. Now, the addition of an online service means that we provide customers with access to the full range of service delivery channels which will allow them to submit a mortgage application or gain a quote, wherever and however is most convenient to them.”