



AIB new initiatives focus on demystifying the mortgage process

15th February 2012

AIB has developed a new initiative focused on demystifying the mortgage process for customers.

The new “Mortgage Pack” is aimed at supporting customers as they progress through the mortgage application process. It contains pull out guides such as, moving into your first home, step by step guide to the mortgage process, an A-Z jargon buster and what to look for when house hunting.

The ‘Mortgages Pack’ will be available for customers either in branches, online at www.aib.ie/mortgages, or by sending a text with their name and address to 51500 to receive a copy by post.

A new AIB brochure has also been devised which goes through what the bank look for from customers seeking a mortgage; it too has helpful tips on the mortgage process.

Jim O’Keeffe – Head of Mortgage Business AIB, said:

“We know from our customers that many of them find the application process demanding. That’s why we developed this guide, to demystify the process and show customers what we will need to see when they approach us for a mortgage.

“We are committed to supporting our customers and the mortgage market. These initiatives are evidence of that ongoing commitment. Our experienced mortgage co-ordinators across our network of branches are ready to support our customers through the whole process.

“We want to let our customers know that we’ll be with them throughout the process. If they follow these steps then we will be ready to help them on their way to getting a new home.”

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Photos have been sent to picture desks.

For further information, please contact:

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