

## **RHB delivers a seamless homebuying and mortgage application journey to customers**

While looking for your dream home is a fulfilling experience, the same cannot be said for the processes that come along with it. There are multiple documents to submit and approval can take up to several months with no updates from the bank.

This is where RHB Banking Group (RHB) fits in, with a commitment to turn painful customer journeys into positive experiences.

### **Delivering seamless journeys through Application Programming Interface**

Adopting a customer-centric culture, RHB simplifies the conventional mortgage process into a seamless digital experience through leveraging Application Programming Interface\* (API) and collaborating with ecosystem players who share a common goal.

*\*API is an innovative technology that enables different applications to interact with one another and data transfer between systems or organisations.*

As a homebuyer, you will be delighted with RHB's seamless omni-channel experience offering a choice of continuing your application by downloading RHB MyHome App or through RHB's mortgage application portal. Once you have found your dream home, just proceed immediately with mortgage application. This whole experience applies to both under construction and completed properties as well as refinancing.

RHB's collaboration with five partners, i.e. Ecoworld Digital Services Sdn Bhd, OSK Property Holdings Berhad, Intelligent Money Sdn Bhd, TRB Ventures Sdn Bhd (MHub) and Didian Realtor Sdn Bhd presents more options for you to choose from.

### **Digital application made simpler**

Not comfortable going digital? RHB MyHome App – designed with first-time homebuyers and the less-savvy in mind – comes equipped with data entry assistance. With this feature, you can easily request for help in filling up your application details. A dedicated sales specialist will be in touch with you to offer the assistance you need.

### **Security is just as important**

RHB takes security just as seriously as seamless journeys. Every information you provide will be kept safe and private. Both the bank's web portal and app are built with state-of-the-art security features to prevent unauthorised access to sensitive data.

As customers' needs become more discerning, so does RHB as it continues to offer better solutions by partnering more players such as property developers, fintech-enabled property portals, financial aggregators, online marketplace players.

"Making Progress for Everyone" is RHB's promise statement and the bank will continuously drive service excellence, putting the customer first in everything the bank does.

For more information on RHB MyHome App, please visit <https://www.rhbgroup.com/myhome/feature.html>

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