

CitoPlus Press Release

CitoPlus partners with Connective to deliver a leading commercial broking platform

Leading aggregator, Connective, has launched a partnership with the digital commercial broking platform CitoPlus. CitoPlus is the unique digital platform that eliminates manual work for Commercial Brokers. Brokers can experience fast, efficient and seamless tailored commercial loan submissions, based on all the right information.

CitoPlus is integrated into Connective's customer relationship management (CRM) platform Mercury. The CitoPlus platform helps brokers deeply understand their clients and their needs. Its purpose built for brokers to create a data powered all-in-one digital platform. It helps brokers quickly and efficiently structure tailored solutions for their clients as well as create high quality loan applications. It automates data collection and helps with accuracy and quality, across everything from collateral details to serviceability calculations and financial analysis.

CitoPlus Co-founder Graham Strain said: "We are incredibly excited to be partnering with Connective. We believe the combination of human judgement and digitisation is the future of Commercial Broking. Digitisation will accelerate SME lending via brokers by making tailored solutions easy to source. Our unique platform elevates brokers helps them work with the right information, faster. All brokers writing commercial loans can have streamlined processes, unlocking more time to close deals and do the important things."

For more information, please contact:

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