

CitoPlus and Westpac Press Release

CitoPlus partners with Westpac to launch digital loan applications for business customers

Westpac has partnered with CitoPlus to launch a solution that allows brokers to submit a digital loan application for business customers.

From October, brokers will be able to apply for Westpac business lending via the digital solution, allowing all documents to be shared digitally including tracking the progress of a deal. The portal will deliver a faster and easier experience for brokers, helping to achieve the best outcome for their SME and commercial customers.

Westpac General Manager for Commercial Banking, Shane Howell said: "Our partnership with CitoPlus is about making it easier for customers, with faster access to finance, less back and forth and only asking the questions that matter."

CitoPlus is the leading digital platform for commercial brokers that streamlines the complexities of loan processing – from origination to closing. By automating paperwork and providing data-rich insights, we enable brokers to deliver exceptional client service and close deals faster.

Graham Strain, co-founder of CitoPlus, said "We are delighted to partner with Westpac to digitise SME loan applications via the broker channel. A combination of human judgement and digitisation is the future of SME lending, and this initiative helps make the right tailored solution easy to source. Our unique digital platform helps brokers provide great service to their clients and work with the right information, faster. Westpac's commitment to providing a better experience for everyone involved is something we are excited to help make happen."

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