

CitoPlus Press Release

Prosipa and Citoplus Partner to Put Real-Time SME Quotes at Brokers' Fingertips

Brokers can now access [Prosipa](#) Intelligent Quoting (Prosipa IQ) directly within the Citoplus platform, following a new partnership between Prosipa and Citoplus designed to remove friction from SME deal origination. The integration enables live digital quotes, real-time pre-qualification and seamless lead submission within a single workflow, giving brokers earlier visibility on deal viability. This helps brokers move faster, sense-check deals up front, and have more confident conversations with small-business clients from the very first interaction, while removing friction early in the deal lifecycle.

Designed to streamline processes and improve conversion, the integration empowers brokers to quickly identify and cross-sell viable SME lending opportunities and provide clients with faster access to funding.

Through integrated real-time bank statement analysis, brokers can quickly assess a customer's servicing capacity and trading position up front. That confidence in the outcome helps brokers set expectations early, stay in control of the process, and reduce back-and-forth later on. Instead of chasing information, brokers can spend their time identifying stronger opportunities and providing the right solutions.

Powered by Prosipa IQ, the integration applies real-time insights to support faster, more informed deal assessment. Prosipa IQ currently helps brokers assess thousands of SME opportunities each month.

This year, more than **half of all quotes** submitted through Prosipa IQ converted into funded customers.

Driving speed and simplicity for brokers

Prosipa's real-time digital quoting capability within Citoplus allows brokers to sense-check deals upfront.

Through this collaboration, brokers can:

- Understand their customer's creditworthy in real time
- Take control of their customer outcomes and set expectations on amount, price and term
- Run the full experience on Citoplus and submit their approved Quote directly to Prosipa

This means brokers can move faster, have more confident conversations with clients, and prioritise deals with a higher chance of funding — all within a single workflow.

Supporting better outcomes for SME businesses

As the leading lender in this space, Prospa is embedding its lending technology directly into Citoplus, allowing brokers to start and manage the customer journey within a single ecosystem. Brokers can qualify and assess existing customer applications in real time, making it easier to identify opportunities and cross-sell additional funding solutions.

Combining Citoplus' market-leading broker platform experience and digital engagement capabilities with Prospa's proven lending technology, this partnership enables small businesses to access funding more quickly. Supporting cash flow, growth, and resilience.

A shared commitment to supporting brokers and their clients

Both Prospa and Citoplus share a commitment to equipping brokers with tools that are simple, efficient, and designed for how they work today.

This partnership marks a practical move towards modernising SME deal origination, providing brokers with more speed, confidence, and control at the start of the lending process.

About Prospa

Prospa is Australia's leading online lender to small businesses, offering fast, flexible funding solutions tailored to the needs of SMEs. Since 2012, Prospa has helped over 45,000 small businesses access over \$5 billion in business funding, working with over 25,000 partners, including brokers, accountants, and aggregator partners, to help unlock business funding for their small business clients.

About Citoplus

Citoplus, market leading platform experience for brokers, streamlines the loan application process for brokers, empowering them to secure funding faster for their SME clients. Citoplus's user-friendly digital platform equips brokers with the tools they need to close deals efficiently, securely and in less time.