Holo Introduces Integrated Mortgage Advisory Solution for Real Estate Companies and Property Developers

United Arab Emirates, Dubai, Mar 8, 2021 (Issuewire.com) - Holo Introduces Integrated Mortgage Advisory Solution for Real Estate Companies and Property Developers

- *The white-label solution, Holo X, gives prospective homeowners access to real-time financing and refinancing options directly from partner websites and apps*

- *The new product launch is an evolution of Holo's proprietary platform, which has received more than 4,000 applications in the last year*

- *The latest features include fully digitized search, compare, select, upload and track functions in the home loan application process*

Holo, the first dedicated fintech platform to provide digital mortgage services in the Middle East, has today unveiled *Holo X*. The white-label home loan advisory product allows real estate companies, property developers, and brokers to give clients full visibility and access to real-time mortgage offers from lenders across the UAE directly from their website or app.

Holo X is the next step in the evolution of the company's proprietary algorithm-backed technology, launched in February 2020, which reduced the home loan search and selection process down to just three minutes. Prospective and existing homeowners can now compare and identify the most suitable financing and refinancing options available, upload all required documents and track the status of their application from one centralised and fully-digitized platform.

Arran Summerhill, Co-Founder of Holo, said: "When we went live with our web platform last year, our mission was to give prospective homeowners quick, convenient and unbiased advice on the best mortgage offers for their requirements. Since then, we've received more than 2,000 applications, which has mainly been driven by low-interest rates, attractive property valuations, and relatively low service costs in the wake of COVID-19."

"With an increasing number of UAE residents opting to buy rather than rent homes, or seeking more affordable refinancing options for existing investments, we wanted to find a way to make home loans more accessible – so, we thought, what better way than to give clients direct access to the same information through our real estate partners," he continued.

Holo X has been designed to allow a seamless integration into and adopt the look-and-feel of third-party platforms and has already received promising feedback from partners that have participated in the initial phase of roll-out.

Jack Walia, General Manager of Hamptons International, commented: "Holo has greatly simplified the mortgage application experience for our clients and is a shining example of how digital services can add value to the property purchase process whilst removing unnecessary friction. Applicants can now receive mortgage eligibility on the spot and have a more informed meeting with our property consultants on their homeownership options. The app, together with Holo's expert advisors, provides an overall more compelling proposition than traditional mortgage brokers or banks, and I see this as a positive trend for the UAE mortgage market."

Developers that participated in the initial phase of roll-out have also benefitted significantly from offering the solution as an extension of their own services, giving their teams the ability to manage cases more efficiently from start to finish.

Russell Owen, Chief Operations Officer of Lootah Real Estate Developers (LRED) said, "The Holo X app has been welcomed by both our sales team and our clients. The ease of use allows our clients to get instant approvals while still on-site, so our sales representatives can continue providing the unparalleled service that Lootah demands. As we transform LRED into a digitally backed company we look forward to working even more closely with Holo, as they introduce new products to the market."

In January 2020, Holo participated in the second cohort of Wamda X, a fellowship programme designed to support budding entrepreneurs and pre-seed stage startups by offering them access to mentors, industry experts, and company founders, in addition to a financial grant of USD 30,000. Marking the company's first year of operations, the launch of Holo X delivers on the team's promise to develop innovative digital mortgage products that serve as an enabler for all stakeholders, from buyers and lenders to brokers and developers.

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About Holo:

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Holo is a UAE-based fintech on a mission to simplify the process of owning a home by offering digital mortgage services in the Middle East for the very first time. For first-time buyers and homeowners exploring refinancing options, Holo's proprietary technology and trusted independent advisors take the guesswork out of buying a property in the UAE, making the process easier, faster, and completely stress-free.

Launched in 2019, the company's founders set out to develop a secure and transparent algorithm-backed platform that would allow prospective homeowners complete visibility and access to a full range of unbiased mortgage and remortgage options from more than 20 local lenders, within minutes. Since then, Holo's diverse team of mortgage experts, tech developers, and client service specialists have helped advise more than 4,000 clients in financing their homes.

Looking ahead, Holo is evolving its offering to further simplify the user journey, provide a real-time snapshot of all mortgage offers available, and expand its reach and presence across new markets in the GCC.

For more information about Holo and the 'three-minute mortgage', please visit holo.ae.

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