29 November 2021

**MEDIA RELEASE**

**Financr Expands Into Personal Loans**

Financr (financr.com.au), the multi-lender marketplace, today announced its expansion into personal loans. Financr’s marketplace for personal loans will include several of the leaning online lending companies including Wisr, Moneyplace, Plenti, Latitude and Society One.

Financr is a new fintech start-up giving the power back to consumers by providing accurate, and prequalified rates within two minutes.

Unlike traditional comparison websites which only show rate ranges or starting rates, Financr connects users with multiple lenders and the credit bureau Equifax, to deliver up personalised rates in less than two minutes, with no impact to the borrower’s credit score.

Since launching in 2020, Financr has had over $1 billion in loans requested through its business loans marketplace and the team is now taking aim at personal loans with their latest offering.

Financr Founder and CEO Mitchell Scholer said the idea for the platform came about when he was involved in another business.

“In my dealings with a previous business, I saw how people struggled with finding finance, having to deal with all these brokers, each with their own forms and processes in order to try and find out what the best rate for their loan was,” said Mr Scholer.

“The banks and traditional brokers make it incredibly difficult to compare products and we have simplified that process with our “no bs” platform that gives accurate rates quickly with no hidden fees.

“The success we had on our business loan marketplace has led us to move into the personal loan space and we’re really excited about getting people the best possible deals.”

Director of the Finance Brokers Association of Australia Angelo Lauro said although comparison websites are nothing new, Financr is the first in the field to offer an all-in-one solution with personalised rates without any bias.

“Digital disruptors like Financr are ultimately leading to more competition, less paperwork and better outcomes for consumers,” said Mr Lauro.

Financr launched its personal loans marketplace in November 2021 and can be used for new personal loans, refinancing or consolidating existing loans or debts. It aims to help Australians take advantage of record low interest rates, simplify the process of getting finance and give more power to consumers.

**For more information visit** www.financr.com.au

**Media enquiries contact:** Mitchell Scholer, (insert mobile number) + email