

Seylan Home Loans Relunched



Marking three decades of service led banking, Seylan Bank has re-introduced its Home Loan facility with special advisory services and a

multitude of benefits.

Seylan has adopted a new customer centric approach for remodelling its Home Loan facilities. Fueled by urbanisation, today there is a greater demand for affordable housing solutions in the country. Further strengthening Seylan's focus on fulfilling customer needs, the Bank now offers a hassle-free home loan service to its customers.

Tilan Wijeysekara, Deputy GM Retail Banking, Seylan, sharing his thoughts on the new initiative commented, "Owning a home is one of the most significant aspirations of a person's life. Thus, we want the process of acquisition to be easy, fast as well as affordable. People need realistic advice and fast services when investing in a property of their own". "The improved Home Loan advisory service provided at most of the Seylan Bank branches across the island, is a key upgrade to our Home Loan facility. This enables us to understand and assist customers who intend to own a house of their own", he further added.

Seylan Home Loan Open Day is yet another significant initiative launched under the Bank's revamped Home Loan facility and the first Open Day was held at its Battaramulla branch. The Bank's specially trained team of Home Loan advisors; including the credit processing and approval teams assist customers in identifying the best approach when investing in a house. The team is dedicated to guide customers to select the most economic payment plan and handle necessary documentation. Without burdening customers financially, Seylan offers competitive fixed rates, which spans up to ten years.

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Meanwhile, Eugene Seneviratne, Chief Manager-Personal Banking, Seylan, said, "We have redesigned our internal documentation process for obtaining information from the customer in order to process the loan application within a shorter period of time. Our 'Know Your Customer' (KYC) form helps us identify the maximum loan amount possible, in line with the customer's financial eligibility. Furthermore, he also stated that, "We ensure to personally look into the

stages of all the documentation collected and required to process a loan application”.

Once customers have obtained the Home Loan facility, they also gain access to the entire banking portfolio including the Seylan Sure Reward scheme as well as the Seylan Income Saver facility. In addition to this, Home Loan customers are eligible to enjoy the benefits of many value added services. Seylan offers both individual and joint loan facilities ranging from 500,000 rupees to 100 million rupees.

Furthermore, the Bank has re-launched its sales advisory efforts by establishing two teams. The Central Sales Advisory Team is based in Colombo, while the Advisory Sales Force provides services at over 150 branches islandwide. These teams are committed to provide convenient services and bring the Home Loan advisory services to customers’ doorsteps. With a partner network of 32 condominium apartment projects in the country, the bank offers special interest rates based on the repayment plan selected.

