



Alterna Savings Partners with NestReady to Offer New Homebuying Solution

FOR IMMEDIATE RELEASE

TORONTO, ON - (July 27, 2018) Alterna Savings has partnered with NestReady to offer Alterna Savings' members a convenient new real estate search solution for their homebuying needs. Now, on the Alterna Savings website, you can find the new NestReady platform. This new tool offers a robust real-estate search function to find properties and solutions that match our members' exact criteria with the click of a button.

NestReady combines all aspects of the homebuying process into one seamless platform. The complete real estate solution has many features that primarily focus on offering a great user experience. NestReady breaks down the homebuying journey into a few easy steps; these include searching for homes, saving favourite properties, connecting with top real estate agents and lastly, financing with great rates and mortgage solutions from Alterna Savings.

"Thanks to our partnership with NestReady, we're empowering today's homebuyers who use the internet as their primary resource to search for their dream home. From scoping out the best property, to learning about real estate services and financing options, the internet is where we all start our homebuying journey. Our members can now use NestReady's new homebuying tool and when they're ready, come into one of our 32 branches in Ontario and speak with a specialist." said Rob Paterson, Alterna Savings President and CEO.

It's all about connecting and meeting undetected or ignored needs at the earliest stage of the homebuying process. One of the largest challenges of the industry is identifying when customers are considering purchasing a home and retaining these leads throughout the whole process. The NestReady platform helps solve this problem by increasing engagement with Alterna Savings' members.

"After a successful partnership with Alterna Bank, we are proud to now be serving Alterna Savings members and empowering their branches with NestReady's digital homebuying solution," said Marcos Carvalho, Co-Founder & Chief Revenue Officer at NestReady. "Alterna Savings members can now also enjoy a simple and convenient way to buy their dream home all in one place and get support from our homebuying experts whenever they need it."

About the Alterna Financial Group

The Alterna Financial Group (Alterna) is celebrating 110 years of being the good in banking! Alterna is made up of Alterna Savings and Credit Union Limited and its wholly-owned subsidiary, Alterna Bank. Together, we have over \$7.13 billion in assets under administration. Our members and customers benefit from industry leading online brokerage and investment management services and have access to the largest surcharge-free ATM network in Canada, with over 3,700 ATMs to serve them.

Alterna Savings has been charting new directions to help Ontarians achieve their financial dreams and build strong, vibrant communities for more than a century. As the first full-service, member-owned co-



operative financial institution outside Quebec, Alterna Savings shares our expertise with more than 158,000 members through a network of 32 credit union branches across Ontario, including our federated partner Peterborough Community Savings, a division of Alterna Savings and Credit Union Ltd.

Alterna Bank is one of the most innovative banks in Canada and the first to offer all Canadians an end-to-end digital mortgage experience. Customers also get fully-digital financial services that include our highly competitive high-interest eChequing, eSavings, RRSP and TFSA products available online and through mobile banking.

For more information please visit www.alterna.ca and www.alternabank.ca and connect with us on <https://twitter.com/alternasavings>.

Media Contact:

Upasna Sharma
Alterna Savings and Credit Union Limited
P: 613.560.0150 ext. 7620
E: upasna.sharma@alterna.ca

About NestReady:

NestReady is a financial technology company that works with mortgage lenders to offer a seamless homebuying experience for their clients. NestReady's white-label plug-and-play platform empowers mortgage lenders to better understand their clients, save on customer acquisition costs, and offer a complete homebuying experience directly on their website.

Media Contact:

Chloe Manship
Public Relations
NestReady
P: 514-264-9254
E: chloe@nestready.co