

Alterna Bank elevates its digital profile with NestReady’s robust real estate matchmaking tool that finds the perfect home

TORONTO, ON - (October 22, 2017) Alterna Bank and Navut have partnered to offer Alterna Bank’s digital customers more control of their home buying process with a new real estate search solution. With a planned launch on Alterna Bank’s website in early November, the new *NestReady™* platform will offer a robust real estate search function to find properties and solutions that match a customers’ exact criteria in just a few seconds. Customers can then choose to follow that through to Alterna Bank’s fully digital mortgage application for pre-approval within minutes.

NestReady combines every single aspect of the home buying experience into one seamless platform. The complete real estate portal has many features focusing on user experience. NestReady breaks down the home buying journey into easy steps - from the start of the home search, saving their search preferences, connecting with top agents, and managing the entire home buying journey.

“Thanks to our partnership with NestReady, we’re empowering today’s “do-it-yourself” millennial generation that looks to the internet for a one-stop-shop home buying experience. From scoping out the best property, to learning about real estate services and financing options, and finally, to securing a no-hassle mortgage at a great rate – the entire process can be done digitally through Alterna Bank,” said Rob Paterson, Alterna Bank’s President and CEO.

It’s all about connecting and meeting undetected or ignored needs at the earliest stage of the home buying 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 customers and consequently the number of mortgage applications while diversifying revenue streams for Alterna Bank.

"We're extremely excited to unveil our partnership with Alterna. It's been a great journey for the team since Techstars in Boston," says Marcos Carvalho, Co-Founder & Chief Revenue Officer at NestReady. "By aggregating all aspects of the home-buying journey onto one platform - we remove pain points for home buyers and make it easier to buy their dream home in this competitive market."

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About Alterna Bank

As one of the most innovative banks in Canada, Alterna Bank is bold in its approach to helping Canadians, manage, grow and save their money. Alterna Bank launched highly competitive high- interest eChequing, eSavings, RRSP and TFSA products in 2016, and convenient digital mortgages in 2017, through an easy-to-use digital banking platform. In addition, Alterna Bank clients have access to the one of the largest surcharge-free ATM network in Canada with THE EXCHANGE® Network. Alterna Bank is a wholly-owned subsidiary of Alterna Savings and Credit Union Ltd., which is the first member-owned co-

operative financial institution outside Quebec, and has been operating for over 100 years. For more information about Alterna Bank and its products please visit alternabank.ca. For more information about Alterna Savings, please visit Alterna.ca

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About NestReady

NestReady is a real estate platform that brings all parts of the home-buying cycle together. By collaborating with lenders, the platform guides home seekers through a uniquely tailored process by integrating the full home-search experience directly onto the lender's website.

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