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### KeyInvest and Money Advisers join forces in JV

Updated 16 September 2008

Financial services and retirement living company KeyInvest and mortgage and finance broker, Money Advisers have signed a JV to create one of the largest entities in residential and commercial property finance in SA.

The new entity will continue to trade as Money Advisers, with head office at 81 The Parade, Norwood and branch offices across SA, the NT and Queensland. The combined team has more than 50 consultants sourcing finance options for owner/occupiers, investors, commercial transactions and commercial leasing.

During the past year the two companies have arranged almost \$500 million of property finance, with a mortgage book value now more than \$1 billion.

KeyInvest will continue to trade under the KeyInvest brand for all its other financial and retirement living services.

Led by Chief Executive, Chris Burns, Money Advisers was established as an independent property loan and commercial financing specialist in 1999.

"The new business has the backing of highly experienced management, strong business networks and a team of dedicated mortgage consultants located in three states," Chris says.

"It's a strong strategic fit for both of our businesses and our clients. We plan to grow our existing operations in the NT and Queensland while building on our strong presence in SA."

KeyInvest MD, Ian Campbell says the companies have similar business philosophies and high customer service standards.

"By dealing with over 30 banks and financial institutions, and with access to over 600 products, our highly trained consultants are ideally placed to provide the best solutions for our clients," Ian says.

"In the current economic climate, choosing the right financial option can potentially save a client thousands of dollars in bank fees and repayments over the life of the loan. We see strong prospects for our new joint venture company in meeting this need."

KeyInvest has a history of providing financial services dating back to 1878, has about \$200 million in funds under management and owns a growing portfolio of retirement villages in SA.

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