

DBS launch a new portfolio of niche loan websites:

By Ian Miles

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DBS Finance use advanced RSS and XML technology to find the widest selection of lenders within the UK, with emphasis on speed and efficiency in getting back to their clients. As soon as an enquiry is submitted to our core site or any of the niche sites, our technology process kicks in to action. A series of technology steps ensures the secure movement of data in to a system where master brokers get to work by calling the client back. An extensive needs analysis is conducted and all relevant information collected to generate a credible loan application.

Based on the client's specific requirements and past financial record, our underwriters are able to carefully select the appropriate lender from over 100 lenders throughout the UK. Some of these lenders cater for adverse credit secured loans, arrears and CCJ applications, with maximum loan to value up to 95% despite the current economic climate.

DBS Finance also provides a number of online tools and telephone support to applicants making it easy for them to track their loan applications. This takes away some of the anxiety associated with the loan application process by keeping an applicant informed.

Backing this technology is our generalist and niche approach to the market. Selecting 12 niche areas of the UK loan market, including bad credit secured loans, car loans, unsecured loans and debt consolidation loans, we have invested a lot of time and money to offer a targeted and tailored service based on the type of loan the applicant is after. It also creates a sense of security in that we are adopting our technology to help specific loan seekers with custom needs and as such they feel better knowing their application is being handled by a specialist site.

Our ongoing search engine optimisation methods ensure we dominate both the Google and Yahoo top positions whilst our technology gives us a competitive advantage by handling loan applications in real time.

To read more or experience our site design and technology, simply visit www.dbsfinance.co.uk Secured Loans, Homeowner Loans and Personal Loans from DBS Finance, we search the entire UK market and are backed by one of the largest UK brokers that find secured loan solutions tailored for UK homeowners. Decisions in 15 Minutes, Try us today.

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