



Media Release  
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## **INSTANT FINANCE SPREADS ITS WINGS WITH SOUTH ISLAND BRANCH OPENING**

Instant Finance, one of New Zealand's best known personal finance brands is spreading its wings and opening its first South Island branch this week in Colombo St, Sydenham, Christchurch.

Instant Finance has a 39 year operating history and has built a network of 17 branches around the North Island. The Christchurch branch will be the first foray into the South Island for the successful personal finance business.

The branch opening is part of an ongoing growth strategy for Instant Finance which has also seen the recent launch of a new advertising campaign starring rugby league legend, Stacey Jones.

Instant Finance specialises in helping Kiwis get ahead by providing a professional, personal lending service. Sound lending guidelines, which have been developed over many years of experience, enable Instant Finance lenders to work closely with their customers ensuring that payments are affordable and closely matches their ability to pay.

Loans are generally needs based with Instant Finance's typical customer wanting assistance to pay bills, meet the cost of a wedding or funeral, purchase a motor vehicle or cover travel costs for the family. Most loans are structured with weekly repayments so that small, regular amounts are being paid by the customer.

A commitment to personal service, respect for and empathy with individual customers are among the core values that have enabled the Company to develop into the business it is today with over 25,000 current customers.

CEO of Instant Finance, Richard de Lautour commented: "Ours is a very personal business with over 90% of our loans being organised face to face with our customers in a branch rather than over the phone or internet. With nearly 40 years of experience we understand our customer's needs and have the ability to accommodate individual requirements whilst offering a quick turn around on loan approvals.

"We are delighted with the opening of our first South Island branch, and look forward to offering Christchurch customers a respected and transparent lending option which is already enjoyed by thousands of current Instant Finance customers."

### **ENDS**

For more information, please contact Christchurch Area Manager, Cath McCarthy on 03 374 2480

Released on behalf of Instant Finance by Jackie Ellis, spice communications group tel 09 360 8500 or email [jackie@spice.co.nz](mailto:jackie@spice.co.nz)