



Media Release

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ANZ's new iPhone app simplifies property search process

ANZ today launched ANZ Property Tracker*, a new iPhone** application that gives users the ability to search for properties for sale and rent by simply pointing their iPhone at the property.

ANZ Property Tracker uses 'augmented reality' technology and works by overlaying property information such as the current selling price, number of bedrooms and bathrooms, and sales history where available onto the real world experience of being in front of the property.

ANZ Head of Retail Marketing, Paul Riley, said: "Anyone who's ever bought a home knows how much time is spent searching for the right property, getting finance in order and making a purchase. ANZ Property Tracker gives people the information they need from their iPhone to quickly determine if the property they are interested in is within reach, and who to talk to at ANZ to turn their property dream into a reality."

ANZ Property Tracker provides iPhone users with the ability to:

- View all Australian properties for sale or rent and where available, the most recent sales price;
- Short-list open for inspection and auction details that automatically trigger reminder alerts on the iPhone;
- Share favourite properties with others on Facebook and Twitter;
- Link to ANZ home loan calculators to estimate how much they can borrow and monthly home loan repayments; and
- Get in touch with an ANZ Home Loan expert directly or contact their nearest ANZ Mobile Lender via a postcode search.

ANZ Property Tracker is now available to download free from the [App Store](#).

Mr Riley said ANZ Property Tracker was part of ANZ's commitment to providing customers with uncomplicated products and services that better met their needs: "Our research has shown that second to price, customers are looking for flexibility in their home loan – this new property app provides people with another form of flexibility and delivers the right information when and where they need it, taking some of the stress and uncertainty out of buying, selling or renting a home."

This year, ANZ was named the 'Home Lender of the Year' in *Money Magazine's* Consumer Finance Awards for the 11th time in the past 12 years, making ANZ Australia's most awarded home lender.

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*ANZ Property Tracker sources data from domain.com.au and Australian Property Monitors.

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