

## Helia recognised as a 5-star Mortgage Innovator by Australian Broker

Australian Broker has announced Helia as a 5-star Mortgage Innovator for 2024, recognising Helia's digital Application Programming Interfaces (API) solutions as a medal winner in the award category.

Helia's Chief Operating Officer, Jeremy Francis said: "Our investment in digital integration solutions aimed to seamlessly embed Lenders Mortgage Insurance (LMI) into modern digital lending processes for our customers (lenders) and industry partners. Our goal is to easily incorporate LMI into home loan applications for those in the mortgage value chain, while maintaining a consistent user experience."

Building a culture of continuous innovation has been a key strategy for Helia to embrace the regular and rapid change that characterises the current environment. This included investment in digital integrations to enable an operating model that normalises change and enables frequent and rapid experimentation.

Through the development and use of Helia's digital API solutions, the following outcomes have been achieved:

- Increased interconnectedness of LMI in the lending ecosystem, this includes the release of a new interoperable LMI data standard
- Improved technology resiliency and service standards able to meet the requirements of Australia's largest banks
- Rapid implementation speed through use of modern development tooling, agile delivery methods and establishing a single team between the customer and Helia.

Digitisation is a key focus for Helia customers and Helia's digital API solutions has assisted our customers to achieve a faster speed to yes, seamless user experience and streamlined operational processes.

"By simplifying data needs, using industry standard technologies like APIs and providing delegations to some lenders, we have made it easier for our customers to help more home buyers accelerate their financial wellbeing and get into a home sooner with LMI," added Francis.

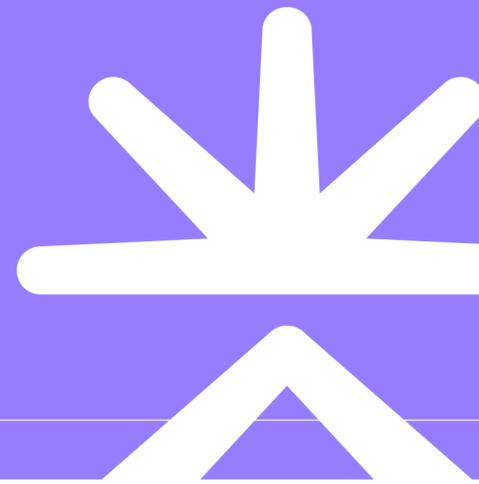
Helia is delighted to earn this recognition in the 2024 Australian Broker 5-star Mortgage Innovators.

### About Australian Broker 5-star Mortgage Innovators

Australian Broker's 5-star Mortgage Innovators report recognises companies that are moving the mortgage industry forward, whether by introducing new technology, rolling out a groundbreaking product, or implementing a groundbreaking distribution channel strategy.

Each entry is assessed against innovation and proven success while also benchmarking against other entries to determine the 5-star Mortgage Innovators of 2024.

# News announcement



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## [About Helia](#)

Helia Group Limited (Helia) is the leading provider of LMI in Australia. The Helia Group has been part of the Australian residential mortgage lending market for over 55 years (since the Housing Loans Insurance Corporation was founded by the Australian Government in 1965 to provide LMI in Australia).