

## ***Bouygues Immobilier strengthens its customer support with mortgage broker La Centrale de Financement***

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Issy-les-Moulineaux, 19 May 2015

Bouygues Immobilier and La Centrale de Financement have entered into an exclusive nationwide partnership intended to make it easier for people to buy new properties. So that they can find the best mortgage deal for them, since March 2015 all customers who reserve a Bouygues Immobilier property have been able to call on La Centrale de Financement. With this partnership, Bouygues Immobilier has become the only property developer to team up with a mortgage broker nationwide in order to offer customers advice and expertise provided by specialised staff at its marketing sites.

In a context where service and a customised approach to financing are essential, the partnership aims to give customers easier access to home ownership and simplify the process of buying a property. "The brokerage service offered by La Centrale de Financement is a real plus for our customers and proves our determination to go the extra mile and make their project a complete success", says Nathalie Watine, Bouygues Immobilier's Executive Vice-President, Residential Property France.

For Sylvain Lefèvre, Chairman of La Centrale de Financement, "This exclusive partnership is a first in France. Our two companies share values of excellence and ethical conduct. Our common priority is to serve our customers' interests as best we can. Our complementary skills will give Bouygues Immobilier's customers a service unrivalled on the new-build property market."

### **About Bouygues Immobilier**

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,701 employees at 31 December 2014 and sales of €2,775 million in 2014. With 36 branches in France, two elsewhere in Europe and one in Morocco, the company has nearly 60 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing a proactive approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and architectural quality of its buildings and customer satisfaction. Bouygues Immobilier is the first developer to be certified ISO 9001 in France and is the only developer to be certified Top Employer France 2015.

[www.bouygues-immobilier-corporate.com/en](http://www.bouygues-immobilier-corporate.com/en)

### **About La Centrale de Financement**

Created in 2013 by Sylvain Lefèvre and Philippe Girou, two reputed professionals with 30 years of mortgage broking experience between them, La Centrale de Financement is a network with over 60 branches nationwide. Artémis, the Pinault family's investment arm, has a majority stake in the company, whose ambition is to rapidly become a national standard-setter on its market. The main ambition of La Centrale de Financement is to offer a comprehensive choice of mortgage products to as many people as possible on the best possible financial terms together with customised long-term customer support.

[www.lacentraledefinancement.fr](http://www.lacentraledefinancement.fr)

## Press release



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