

# Press Release

29 November 2011

## KBC launches 'KBC-Home Project'

### An indispensable iPad application for those who are building, renovating, renting or buying a home

As of today, iPad users can explore a truly innovative application which enables you to monitor and manage your own home project from start to finish.

Whether you are renting, buying, building or renovating ... there are so many factors to keep in mind!

- How do I find a suitable home? What do I need to look out for?
- What sort of things do I have to organise and plan? And how do I follow it all up?
- Is the project financially viable? How do I manage my budget?
- Can I take advantage of any tax benefits?
- How can I make sure I am fully insured?

Each one a vital aspect in successfully realising a home project. Often, whether you're renting, buying, building or renovating, you have to collect this information from different sources ... and that takes a lot of time and energy. KBC is now able to offer a solution to iPad users: **KBC-Home Project** (available in French and Dutch).

#### What is KBC-Home Project?

KBC-Home Project is a free iPad application that offers users practical tips and tools which help them to realise their home projects. It provides you with a selection of information from both internal and external sources for every type of home project, regardless of whether you are renting, buying, building or renovating a property.

#### What makes this application so innovative?

This application combines the broad knowledge and expertise of KBC as 'home advisor' with the functionalities and possibilities of a tablet PC. The number of practical possibilities this combination offers include:

- Comprehensive information that guides you at every step when you're building, renovating, buying or renting a home. From assessing the financial possibilities, looking for the right home, finding reliable contractors, identifying fiscal opportunities, getting the necessary loans and insurance cover, through to the actual realisation of the project.
- A handy 'To-do' tool for planning the whole project.
- A budget tool that enables you to estimate and monitor your expenditure.
- A home loan simulator that provides up-to-date information from KBC on home loan rates.
- ...

In this way, you can check your home budget, get fiscal advice, and consult the latest rates for a KBC Home Loan ... any time, any where!

## Who is it for?

KBC is offering the app completely free of charge to KBC customers and to other users. The only requirement is that you have an Apple iPad with iOS 4.0 or higher.

With this extension to its range of KBC-Mobile services, KBC is responding to the changing needs of its customers for whom advice provision and service are key. The success of the KBC-Online application is a shining example, with currently already more than 900 000 users. Meanwhile, only eight weeks after being launched, KBC-Mobile Banking has been downloaded by 45 000 users!

Anyone who is renting, buying, building or renovating a home can go to their local KBC bank branch or KBC insurance agency and get personalised advice. Or visit our website: [www.kbc.be](http://www.kbc.be)

And for more info on the KBC-Home Project app itself, go to [www.kbc.be/homeproject\\_nl](http://www.kbc.be/homeproject_nl) (Dutch) - [www.kbc.be/homeproject\\_fr](http://www.kbc.be/homeproject_fr) (French)



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KBC is an integrated bancassurer in Flanders and Brussels. Customers can do all of their banking and insurance business at any one of the close-knit network of bank branches and insurance agencies, or alternatively using KBC-Online ([www.kbc.be](http://www.kbc.be)), where they can obtain full details of the KBC range of banking and insurance products and services and conduct many of their banking and insurance transactions. KBC is now also offering a range of free smartphone apps as part of its **KBC Mobile** service, including **KBC Mobile Banking**, **KBC Assistance** and **KBC Rijbewijs** (the latter is only available in Dutch). Learn more about KBC's range of smartphone apps at [www.kbc.be/mobilebanking](http://www.kbc.be/mobilebanking).

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