



## **RELNKS Announces First White-Labeling Client - Oriana Financial**

**MARKHAM, ON, November 17, 2020** – RELNKS, the all-in-one platform that manages the home ownership experience, is pleased to announce that one of Canada’s top boutique Mortgage Brokerages, Oriana Financial, has partnered with RELNKS. RELNKS will provide a personalized white label platform for Oriana Financial, and their clients will receive all the functions and services that RELNKS has to offer, free of charge.

RELNKS offers Mortgage Brokerages and Real Estate Firms the ability to white-label, allowing them to serve a custom branded version of the platform to their mortgage professionals and their clients.

When homebuyers choose Oriana Financial as their Mortgage Brokerage, they will receive the Oriana branded platform. Under the Oriana name, homebuyers will have the usual end-to-end RELNKS experience that results in a simplified and modern homebuying process for both business and consumer.

“We’re thrilled to offer our customized portal to Oriana Financial,” said Tom McCormick, President and CEO of RELNKS and The Nationwide Group. “Today’s consumer expects fast, accessible, digital solutions and RELNKS is a strategy that can be integrated to compliment brokerage’s existing solutions. With Oriana Financial, the natural synergy between our offerings allows RELNKS to help the brokerage offer a comprehensive digital answer for their business and clients.”

### **About Oriana**

Oriana Financial is a boutique Mortgage Brokerage. Through our elite team of mortgage planners we have over 50 years of experience, knowledge and expertise in the Mortgage and Financial Industry. Our ultimate goal is to ensure that we obtain the best mortgage strategy available that fits your life, while maintaining our fast, professional and courteous personal service.

### **About RELNKS**

Linking together homebuyers, real estate agents, lenders, mortgage professionals and home service providers, RELNKS helps simplify and modernize homeownership for buyers and industry professionals. RELNKS is a support system for homebuyers that centralizes the services they need to complete their move while creating a less stressful experience from start to finish. The platform helps real estate professionals achieve more in less time with its intuitive interface and the assistance it provides clients, while giving local businesses an additional stage to showcase their services. For more information, visit [www.RELNKS.com](http://www.RELNKS.com).

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### **Learn More About RELNKS White Labelling**

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