

For Immediate Release

CIBC FIRSTCARIBBEAN REALTORS HUB OFFERING EVEN MORE BENEFITS TO REALTORS AND HOMEOWNERS

Bank will offer Realtor of the Year Awards in several territories.

Kingston, Jamaica, May 30, 2023: Homeowners and those aspiring to homeownership around the region stand to benefit even more with the expansion of CIBC FirstCaribbean's Realtors Hub.

The online portal which was launched two years ago allows clients who have pre-qualified for a mortgage to log on to the portal (cibcfib.com/realtors-hub) and be connected to leading realtors who will assist them in selecting their dream home or ideal plot of land.

The bank recently announced special incentives for realtors including the Realtor of the Year Award which aims to recognise and honour realtors who have served the bank's clients. The award also acknowledges the achievement of the bank's realtor partners, their commitment to creating extraordinary client experiences and their outstanding work in communities in which the bank operates.

"Every day, we ask how we can make life even easier and more convenient for our clients, which has led us to the creation of the digital space "The Realtors Hub". Many of you are already partners in this initiative and have secured your space in the CIBC FirstCaribbean Realtors Hub. Now, we want to not only thank you for assisting our clients, but we want to highlight your efforts through an innovative initiative - The CIBC FirstCaribbean Realtor of the Year Award," said Deepa Boucaud, Executive Director, Retail and Business Banking.

Mrs. Boucaud said realtors who are members of the CIBC FirstCaribbean's Realtors Hub, and who hold an active real estate license are eligible for the award. They must demonstrate professionalism through good business conduct, community service and a sound and active relationship with CIBC FirstCaribbean.

The Realtor of the Year will be selected by CIBC FirstCaribbean in association with its clients, and the local community who will be given an opportunity to vote.

The award was announced during special client events held recently in Jamaica, The Cayman Islands, Barbados. and the Bahamas shortly.

Nigel Holness, Managing Director of CIBC FirstCaribbean in Jamaica, told guests at the launch breakfast hosted by the bank in Kingston on May 3, 2023, "Over the years, we have been working with you to make our clients' dreams come true. This is in recognition of the fact that home ownership represents the single most important investment that remains a key priority for our clients, right across our Caribbean landscape."

He said home ownership also had implications for creating generational wealth as a long-term investment due to its appreciation value. "In 2021 we launched the Realtors Hub, in 2022, we introduced the Realtors Hub Virtual Home Tours, both geared towards our clients' needs. However, this year we turn the spotlight on you, our trusted realtor partners, with the introduction of the CIBC FirstCaribbean Realtor of the year Award," he said.

“The team at CIBC FirstCaribbean values the symbiotic relationship we share with realtors here in Jamaica. It is a very significant partnership, one which we can all agree is built on mutual trust and respect, an open-door policy that makes all of us easily accessible and aligns with our goals; we both seek to ensure that our clients’ home ownership ambitions are realized. We put our clients first! And while we currently finance thousands of loans for the purchase of real estate across our region, we will continue to deliver business solutions with enhanced digital capabilities to make the process faster, simpler, and more secure,” Mr. Holness said.

“Our business objective is to realize continuous growth in the real estate market, and once again we wish to assure you of our unwavering commitment by way of financial and human resources to support the robust marketing and communications strategies that will be used to engage our target audiences. Our teams will ensure that activities are timely, relevant, and structured as the various activities are rolled out across traditional and non-traditional digital media, inclusive of highlights on social media, in-branch and ABM screens” Mr. Holness told the realtors.

Ends

About CIBC FirstCaribbean

CIBC FirstCaribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Retail and Business Banking and Wealth Management segments. We are located in thirteen (13) countries around the Caribbean, providing the banking services through approximately 2,700 employees in 49 branches and offices. We are one of the largest regionally listed financial services institutions in the English and Dutch speaking Caribbean, with US\$13 billion in assets and market capitalization of US\$1 billion. We also have a representative office in Hong Kong that provides business development and relationship management for our fund administration. The face of banking is changing throughout the world and CIBC FirstCaribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC FirstCaribbean is a member of the CIBC Group. CIBC is a leading Canadian-based global financial institution with 11 million personal banking and business clients. Through our three major business units - Retail and Business Banking, Wealth Management and Capital Markets - CIBC offers a full range of products and services through its comprehensive electronic banking network, branches and offices across Canada with offices in the United States and around the world.

For more information about CIBC FirstCaribbean, visit www.cibcfib.com, [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

Media contact:

Debra King, Director of Corporate Communications, CIBC FirstCaribbean, Barbados Head Office
Telephone: 246 367 2248; Fax: 246 421 7148 and Email: debra.king@cibcfib.com