

Pure Bridging increases maximum loan size

Pure Bridging, the London based bridging lender, has announced a major change to its lending criteria and increased its maximum loan from £2 million to £3 million after receiving feedback from intermediaries.

Pure Bridging, a principal lender which specialises only in providing bridging finance is talking to intermediaries about the changes they would like to see in criteria and service. Andrew Géczy, Managing Director of Pure Bridging, believes that for bridging to evolve a closer dialogue with intermediaries is not only logical but also vital to the evolution of the industry.

“Bridging finance cannot be seen as static and unchanging. The lending industry is changing constantly and bridging finance needs to do the same if it is to evolve. Intermediaries are at the sharp end and have a deeper understanding of what clients need and this first change of criteria is a direct result of the kind of necessary feedback and collaboration we are encouraging between ourselves and the intermediary market.”

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