

Rising professionalism in the Mortgage Industry with the new AMC mark

The 28th of March 2006 saw the pioneer batch of financial professionals graduating with a designation known as the Accredited Mortgage Consultant (AMC), conferred by the Mortgage Industry Association of Singapore (MIAS).

The AMC mark is only accredited to professionals who has graduated from the AMC course and has proven his or her ability to provide mortgage consulting services by practicing and adhering to the established education, ethical and disciplinary standards of MIAS.

MIAS was established in February 2004 as an independent professional self-regulatory association acting to benefit and protect the public in their engagements with persons providing mortgage solutions. MIAS is the sole accreditation authority for the AMC marks in Singapore, though its agreement and affiliation with the Mortgage Industry Association of Australia (MIAA), established in the Australian mortgage industry for 14 years.

MIAS, together with the official education provider for the AMC course, Global Creatif Financial Pte Ltd (GCF),

hope to offer the public the accessibility to information and sound advice on mortgage solutions.

"We do not see ourselves as completing against local banks but as an extension of their mortgage loan department, bringing it closer to the consumers, offering more choices and better services!" claimed Ms Annie Lim, Managing Director of Global Creatif Financial Pte Ltd.

"We have graduated about 150 AMCs here in Singapore and the financial institutions we represent includes 6 local establishments and 4 foreign qualifying full banks (QFBs)" Annie added.

Leading insurance giant in Singapore, the American International Assurance (AIA), launched a companywide initiative, allowing their Financial Services Consultants (FSCs) to do home loan consultancy as an extension to their financial planning services, believing that the professional designation would place their consultants at level playing field with the banks.

