

Phenomenal response for ooba's finance app in first week of launch

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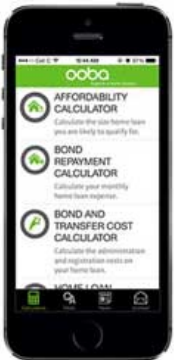
Just one week into the launch of their free mobile app, [ooba](#), leading home finance experts, gained over 600 downloads and more than 60 positive reviews and ratings in the Android and iOS mobile stores.



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Ooba, together with app developer, [Digital.co.za/ Realm Digital](#), developed a free mobile app that would enable home buyers and estate agents to make informed decisions using the handy tools the app provided, all while on the move from the convenience of their mobile devices.

The ooba native app, which boasts a five-star rating on iTunes and 4.9 stars out of 5 on Android by over 60 different users, is creating quite the stir in the property buying industry amongst home buyers and real estate agents. It is packed with useful tools, such as a set of powerful calculators that can calculate bond affordability, bond repayment amounts, bond and transfer costs, home loan amortisation, additional home loan deposit savings and more. The app also provides free expert advice as well as FAQs, and it enables users to apply to be prequalified for a bond.



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Chief Information Officer of [ooba](#), Dominique dHotman, comments, "Ooba's online calculators are extremely popular with home buyers and real estate agents. We wanted to give people access to that same valuable information on their phones. We also wanted to allow home buyers the ability to get pre-qualified for loans (finding out how much they can afford and could potentially expect from a bank), find tips and information or to contact one of our home finance experts from within the app."

Simon Bestbier, Account Director of app developer, [Digital.co.za/ Realm Digital](#), commented on the project, "Ooba and Realm Digital worked together to build an app that provides a home buyer with all the calculators they need to make the right home-buying decision while being quick and easy to use. The user feedback has been incredible and shows what can be achieved if you deliver a service that the market is looking for while following development best practices."

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The ooba mobile app design focused on providing a simplistic and direct functionality, making it easier for estate agents and home buyers to quickly and easily gain the information they needed. The result is an intuitive and clear user interface that has become an essential mobile app for estate agents' devices.

The ooba mobile app has made notable traction amongst those in the property industry, with reviewers calling it a 'convenient' and 'user friendly' tool that they would 'recommend to anyone in the industry' as 'the perfect free app to simplify home finance'.

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