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Helia Singh named state finalist at MFAA's Excellence Awards

The Mortgage & Finance Association of Australia (MFAA) has announced Helia Singh from Assurance Finance and Business Solutions (AFBS) as a finalist in the WA Community Champion Award category at the annual MFAA State Excellence Awards. The Awards highlight brokers, broker businesses and staff who have demonstrated exceptional customer service, professionalism, ethics, growth and innovation.

This is Helia Singh's 2nd consecutive year as a finalist in the Excellence Awards.

The MFAA Excellence Awards are the most rigorous in the Australian mortgage and finance industry and are judged by an independent panel of industry specialists, business professionals and experts.

"I am honoured to have been recognised by my industry peers and to have been selected from all the entrants across the WA and named as a finalist for this Award," said Ms. Helia Singh

The last year has been full of change and increasing challenges for the finance broking industry, but Helia Singh and Assurance Finance and Business Solutions has been delivering better customer outcomes than ever due to her commitment to our customers and expertise in the lending market.

"I value financial coaching and women empowerment which I believe has enabled me to grow and prosper during a time of increasing change and uncertainty in the industry." Helia Singh said.

"The MFAA has acknowledged Ms. Helia Singh as a state finalist out of more than 560 total national awards submissions. Helia Singh has been rewarded for demonstrating their professionalism, integrity, ethical conduct, growth and innovation," the MFAA stated.

"To be recognised as a finalist speaks volumes of their exceptional practice and professionalism in the mortgage and finance industry," the MFAA added.

Over the last 17 years the awards have played a key role in lifting the standards of service and professionalism in Australia's mortgage and finance industry.

All finalists, including Helia Singh, have an opportunity to be recognised as their state's winner. State winners will then have the opportunity to win the prestigious national title at the national awards ceremony, which will be held on 25 July in Melbourne.

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The Mortgage & Finance Association of Australia (MFAA) is the peak national body representing finance brokers, mortgage managers, lenders, aggregator/broking groups and other industry participants, to assist them to develop, foster, and promote the mortgage and finance industry in Australia. www.mfaa.com.au