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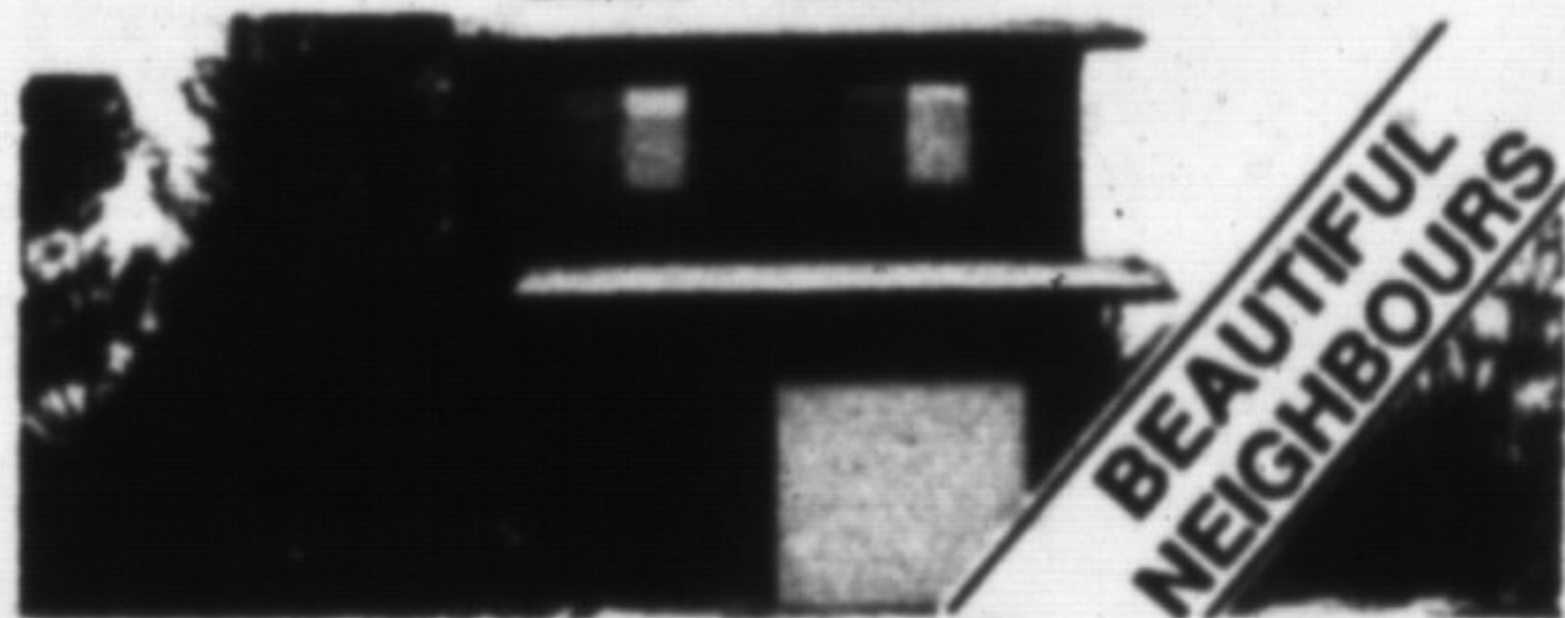
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One-stop financial shopping

By **JAMIE JOHNSTON**

It seems only yesterday that "One Stop Financial Shopping" was supposed to take over the world.

People would deal with only a single financial institution for all their needs, usually through one individual for banking, borrowing (including mortgages), and on to real estate.

This has not happened. Many now believe the concept is dead and buried.

One reason is that there are few, if any, "supermen" or "superwomen", capable of being all things to the customer - namely, having the skill and knowledge to sell all products. And, that's understandable.

However, one-stop shopping is not dead.

Rather, it needs to be approached a little differently. Certainly, from a consumer's point of view, there is a need.

First, convenience - dealing with one organization rather than many can save time.

Secondly, being already known with one company es-

tablishes a track record. That allows a consumer more flexibility in planning their financial affairs without constantly having to make new applications every time they want access to a new product.

One-stop shopping exists, but at a slightly less visible level.

Take real estate, for example. You deal with a salesperson who evaluates what you can afford in terms of a mortgage when showing you properties. When you need a mortgage, you are referred within the same company - but to a second person - one who knows mortgages.

Rather than one person handling all of your financial needs, you will, instead, be referred to experts in various areas - all within the same organization.

That's how one-stop shopping will have to work - minimizing consumer inconvenience while making sure consumers deal with experts in each field. This is probably not as dynamic as visionaries first perceived. But it can work better.

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