

THE PHOENIX BIRD

The phoenix is a mythical bird from ancient greek legends.

The story goes that the bird lives for several hundred years before it dies by setting itself on fire. However, it then starts a new life from the ashes of the fire. The Phoenix is often referred to as a firebird because it dies and is reborn out of the fire.

This is our Phoenix story

If you have been following the story of Real People over the years, then you know that it has been one crazy ride. Years later, we are still here. And if you ask me, will be here forever like the firebird!

Show me a business life circle graph that is in a constant ascend, and I will show you, well never mind. All I am saying is that the challenges we experienced in the past, have taught us so much so that we are optimistic. It is tempting to try and justify the past but let me tell you a more interesting story of our future.



We have revamped our products to ensure efficient service delivery to assure a steady rise. Our Mother product that we shall always hold dear to our hearts: Micro-Enterprise Finance is here and is still as inclusive as before. The interest rates? Well, competitive as ever, Repayment rate? the most flexible in the market and our requirements are minimal. Here is the thing though, you must try it to believe me.

We have introduced new products too. Real Pesa for instance is our mobile Loan Product. It gives you quick access to cash through your phone and your information shall always be private-you do not have to worry about being spammed by messages you did not sign up for.



We also have Insurance premium financing. No one likes not being able to use their vehicle because of lack of insurance. Obviously, you do not want to risk driving around without insurance either, so here is where we come in. We will pay your insurance cover and then you get to pay us pole pole over 10 months. If that is not a win, I do not know what is.

But wait, you have to own a car before you insure it. Right? Our asset finance takes care of this one for you. All you have to do is make a pick and it is yours. So, we buy the asset for you, ensure that it is insured, then we take care of your business needs, all you have to do is thrive and grow your business with us by your side.

All in all, we have so much more we are working on. Like a phoenix, from the ashes, we rise!

REAL PEOPLE®

