

## Farmers urged to attend merger meeting

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Rural Bank and Ray White Rural are holding an accreditation training session at the Dubbo Golf Club tomorrow after announcing a merger between the two organisations.

Rural Bank is a leading rural and regional bank and Ray White Rural is one of Australia's largest rural property and livestock groups.

Ray White Rural chairman Paul White will attend the training session that begins at 9am tomorrow.

Under the new partnership, Ray White Rural clients will have access to Rural Bank's specialist agribusiness products, services and advice, including lending and deposits, a statement from the two businesses said.

Mr White said the partnership would offer a simpler approach to rural property transactions for primary producers.

"Agricultural operations are becoming increasingly complex with owner/managers demanding more from their business partners and our new service model gets to the core of this matter by simplifying processes," he said.

"All business owners know that time is valuable and it is often the simple things, such as speaking to suppliers, agents or bankers early in the process, that can identify additional options, improve business efficiencies and reduce the stress of decision making."

Rural Banks CEO Paul Hutchinson said both businesses were critically aware of the needs of primary producers.

"Bringing your business partners in at the start, when you are thinking about the next season, year or phase of your business allows us to work with you to develop options and plans," he said.