

20/06/2017

Halifax brings back £125 switching offer

Halifax has brought back its popular £125 current account switching offer with the return of its TV advertising campaign. The campaign, which also features cinema advertising, outdoor and social media will run until the end of July.

Customers who [switch their current account to Halifax](#) from elsewhere using the CASS (Current Account Switching Service) before July 31st 2017 will benefit from a £125 switching bonus. Switching is fully automated, with all payments and direct debits automatically transferred. The £125 switcher bonus is paid into the account before switching completes, within seven working days.

Halifax Current Accounts spokesperson Emma Greenwood said: "We are delighted to be bringing back the hugely popular £125 switching offer, which gives customers another opportunity to become better off with Halifax. We're constantly seeking ways to deliver great products and services to our customers in a way that works best for them."

An extra rewarding switch

Those who switch to the Halifax Reward Current Account can earn over £161 during the first year, making a switch to Halifax one of the most rewarding offers on the market in the first 12 months, including:

- £125 switching bonus, paid prior to completion of the seven working day switch
- A further £36 a year paid in 12 x £3 monthly payments when customers pay in a minimum of £750 a month, pay two direct debits a month, and remain in credit
- Online and mobile banking customers can also earn cashback with top retailers with Halifax Cashback Extras*

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The latest official figures released by BACS showed that Halifax is the most switched to bank on the high street. The latest data – published six months in arrears – showed that Halifax gained more new customers from July to September 2016 than any other bank or building society, a net gain of over 28,000 new customers.

More than half a million customers have now switched to Halifax since the introduction of the Current Account Switch Service (CASS).

Ends

Notes to editors:

- The £125 switching offer is available until 31st July 2017
- The full list of features offered to new Halifax Current Account customers who switch using the CASS include:
 - All account details provided at opening, with the ability to start banking online immediately
 - A dedicated and professionally qualified switching team to provide support throughout the process
 - The CASS switch guarantee for the transfer of all direct debits, standing orders and credits, including salary or pension credits
- The Halifax Reward Current Account is a free account which gives customers £3 (net of tax) for each month that they pay in £750, pay out two direct debits, and remain in credit. In addition, customers can earn cashback on offers when they spend using their debit card through Cashback Extras – an exclusive for online banking customers.
- Those who switch their mortgage to Halifax can also benefit from a switcher bonus. First-time buyers and homemovers who apply for a qualifying mortgage before July 2nd 2017 will receive £1,000 cashback on completion, while borrowers who remortgage to Halifax before this date may be eligible for a £300 bonus cashback offer

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- Halifax was recently voted Personal Finance Provider of the Year, Best Card Provider (standard rate) and Best Card Provider (balance transfers) at the Moneyfacts 2017 awards

***About Cashback Extras**

- You must be a current account customer aged 18+.
- You must be registered for both Halifax Online Banking and Cashback Extras.
- You must have a Halifax debit and/or credit card.
- Credit Cards: only the primary cardholder can earn cashback from spending on the credit card account as long as they hold a Halifax bank account. Transactions made by additional cardholders will count towards cashback and will also be used to generate new offers for the primary cardholder to activate.
- You'll need to remain registered for Cashback Extras and keep your account open to get your cashback.
- The cashback payment will be credited to your oldest Halifax current account unless you tell us otherwise.
- Retailer offers can only be activated through Halifax Online Banking. The retailer offers and cashback amounts vary. If there are any errors in an offer, we may withdraw or correct it. This won't affect any offers you've already activated.
- To earn cashback each offer must be activated online and applies to your next purchase.

Mortgage cashback offer available for mortgage holders looking to remortgage to Halifax from another lender and complete on a qualifying mortgage. For full details visit www.halifax.co.uk

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