

Mortgages: Intermediary Focus - UK - May 2011

Report Price: £1500 / \$2310 / €1793



What is this report about?

This report provides an overview of the market for mortgage intermediaries. It considers conditions in the wider mortgage market, focusing on the main issues affecting the intermediary sector such as regulation and the threat posed by direct channels. It examines the main players in the market and the relationship between lenders and intermediaries. Mintel's mortgage adviser research considers the main challenges and priorities facing intermediaries, as well as their reaction to the proposals detailed in the Mortgage Market Review.

What have we found out?

- The Mortgage Market Review continues to provoke a mixed response from intermediaries. Most remain wary about more rigorous affordability assessments but welcome the proposals that increase standards and professionalism across the market.
- Over the last 12 months there has been a sharp drop in the proportion of intermediaries expecting to reduce business costs and overheads. Advisers are finding it easier to plan and manage income and expenditure as market conditions begin to stabilise.
- A third of advisers are planning to undertake additional training and qualifications over the next 12 months, although the proportion of advisers planning to diversify their business activities has dropped sharply over the last three years.
- Product data shows that over the last year competition from direct channels has eased, although almost 50% of advisers still believe that direct products pose a significant challenge to their business.
- Only three in ten mortgage intermediaries are more confident than they were six months ago, despite signs that conditions have started to improve for mortgage advisers.
- More than three fifths of mortgage intermediaries believe that they are not treated fairly by lenders. Product availability and dual pricing continue to cause challenges for a significant proportion of advisers.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to **oxygen@mintel.com** or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100