

## Mortgage Advice - UK - May 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Independent advisers have an advantage over branch-based advisers in being perceived as responsive to customers’ needs, but many people will still opt for a lender and product selected through their own research.”  
– Patrick Ross, Financial Services Analyst

### This report looks at the following areas:

- Execution-only mortgages represent a thorny issue for lenders
- What does an advice-led mortgage market mean for adviser competition?

The mortgage advice market has undergone a realignment process following the MMR (Mortgage Market Review) and advisers are beginning to settle into the new order of things. As the main point of contact for almost every mortgage customer, lenders value the role of the adviser more than ever. Whether investing in their own branch-based advisers or partnering with the huge broker networks, it's all about reaching customers through the most convenient channels.

This Report looks at the drivers of advice business and how consumers perceive different types of mortgage advice. Mintel's consumer research examines mortgage ownership, sources of mortgage advice, the impact of interest rate changes on advice-seeking and attitudes towards mortgage advice.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know

### Executive Summary

The market

The MMR has effectively mandated advice on most mortgages

Figure 1: Distribution of regulated mortgage sales, advised versus non-advised, 2009/10-2014/15

Gross mortgage lending is expected to continue growing into 2020

Figure 2: Forecast of gross mortgage lending, 2010-20

The consumer

A third of people have a mortgage on their main home

Figure 3: Residential mortgage ownership, by age, December 2015

Figure 4: Main source of advice used in arranging last mortgage, December 2015

Online is the most popular channel for researching mortgages

Figure 5: Channels for mortgage advice-related activities, December 2015

A third of mortgage holders are likely to seek advice if an interest rate rise occurs

Figure 6: Likelihood to seek advice on how to cope with an interest rate rise, December 2015

A third of mortgage holders think it is important to get advice early

Figure 7: Attitudes towards mortgage advice, December 2015

The value of independence is well appreciated

Figure 8: Attitudes towards different types of mortgage adviser, December 2015

What we think

### Issues and Insights

Execution-only mortgages represent a thorny issue for lenders

The facts

The implications

What does an advice-led mortgage market mean for adviser competition?

The facts

The implications

### The Market – What You Need to Know

The mortgage market is growing despite affordability issues

The MMR has placed advice at the heart of the mortgage market

### The Mortgage Advice Market

The MMR has effectively mandated advice on most mortgages

Figure 9: Distribution of regulated mortgage sales, advised versus non-advised, 2009/10-2014/15

Figure 10: Number of regulated mortgage sales, advised versus non-advised, 2012/13-2014/15

Brokers benefited from the post-MMR capacity crunch

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Figure 11: Distribution of regulated mortgage sales, direct versus intermediated, 2009/10-2014/15

Figure 12: Number of regulated mortgage sales, direct versus intermediated, 2012/13-2014/15

Advising, selling and arranging complaints edge upwards

Figure 13: Home finance complaints made to finance companies, by cause of complaint, 2012/13-2014/15

## The Mortgage Market

Mortgage lending advanced throughout 2015

Figure 14: Gross mortgage lending, not seasonally adjusted, 2011-15

Gross mortgage lending is expected to continue growing into 2020

Figure 15: Forecast of gross mortgage lending, 2010-20

Buy-to-let lending shows strongest activity since the financial crisis

Figure 16: Forecast of new buy-to-let mortgage advances – fan chart, 2010-20

Traditional names continue to dominate lending

Figure 17: Leading residential mortgage providers, market share by gross new mortgage lending, 2015

## Market Drivers

Growth in house prices slowed during 2015

Figure 18: Annual change in average UK house price – Comparison of four sources, by quarter, Q1 2008-Q4 2015

Low interest rates mean advisers can support deal-hunting behaviour

Figure 19: Monthly interest rate of UK monetary financial institutions (excluding Central Bank) for two-year variable rate mortgage at 75% loan to value, two-year fixed rate mortgage at 75% loan to value and standard variable rate (SVR), January 2010-March 2016

Market begins to settle following the MMR

Advisers experienced a rush from buy-to-let customers ahead of regulatory changes

## Companies and Brands – What You Need to Know

Advisers and lenders refresh advice strategies following the MMR

## Competitive Strategies

Video mortgage advice sessions to ease pressure on branches

Lloyds Bank and Halifax

Nationwide

Providers remove friction to speed up the application process

HSBC

Property Franchise Group

Habito

Partnerships continue to dominate strategy

Tesco Bank launches Tesco Mortgage Intermediaries

Mortgage Advice Bureau

## The Consumer – What You Need to Know

A third of people have a mortgage on their main home

Half of mortgagors used a branch-based adviser in the last five years

Online is the most popular channel for researching mortgages

A third of mortgage holders are likely to seek advice if an interest rate rise occurs

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34% of mortgage holders think it is important to get advice early  
The value of independence is well appreciated

### Mortgage Ownership

A third of people have a mortgage on their main home  
Ageing population is creating new challenges and opportunities for mortgage advice market  
Figure 20: Residential mortgage ownership, by age, December 2015

### Main Source of Mortgage Advice

Half of mortgage holders used a branch-based adviser in the last five years  
Figure 21: Main source of advice used in arranging last mortgage, December 2015

### Channel Preferences for Mortgage Advice-related Activities

Online is the most popular channel for researching mortgages  
Figure 22: Channels for mortgage advice-related activities, December 2015  
Full online advice does have appeal among key audiences  
Figure 23: Seeking advice on the most appropriate mortgage, by age, December 2015  
The majority of mortgage holders have used or would be interested in using only one channel  
Figure 24: Number of methods used to complete mortgage advice-related activities, December 2015

### Likelihood of Seeking Advice in the Event of an Interest Rate Rise

38% of mortgage holders expressed concern about a potential interest rate rise in 2016  
Figure 25: Level of concern about potential interest rate rise in 2016, December 2015  
A third of mortgage holders are likely to seek advice if an interest rate rise occurs...  
Figure 26: Likelihood to seek advice on how to cope with an interest rate rise, December 2015  
...rising to half of Millennials  
Figure 27: Likelihood to seek advice on how to cope with an interest rate rise, by generation, December 2015  
Tracker mortgage holders are only slightly more likely to seek advice  
Figure 28: Likelihood to seek advice on how to cope with an interest rate rise, by ownership of different types of mortgage, December 2015

### Attitudes towards Mortgage Advice

A third of mortgage holders think it is important to get advice early  
Advisers have to compete with online sources of information  
17% would be happy to use online advice channels  
Figure 29: Attitudes towards mortgage advice, December 2015  
Millennials need more than online information to support their mortgage purchase  
Figure 30: Attitudes towards mortgage advice, by generation, December 2015

### Attitudes towards Different Types of Mortgage Adviser

The value of independence is well appreciated...  
...but bank-based advice leads the way on perceptions of being low cost  
Figure 31: Attitudes towards different types of mortgage adviser, December 2015  
Older Millennials are more likely to favour banks and building societies

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Figure 32: People who think mortgage advisers at banks/building societies would be best able to provide each service, by age, December 2015

### Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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