

## Mortgage Advice - UK - April 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Consumer interest in online advice is positive, but many are unsure whether it can completely replace speaking to an adviser face-to-face. Advisers looking to launch online advice services would benefit from continuing to offer consumers choice in how they complete the advice process, such as being able to arrange a call or a face-to-face visit with an adviser.”

– **Jessica Galletley, Financial Services Analyst**

This report looks at the following areas:

- Attitudes of younger generations pose a problem for advice market
- Concerns about online advice will hinder uptake
- Trust is key to satisfaction

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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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## The Market – What You Need to Know

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New and existing advisers launch online advice services

Video call services help those in rural areas

Soft searches for mortgages

Lenders moving to broker only

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New and existing advisers launch online advice services

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JLM Mortgage Services

Trussle

Habito

MortgageGym

Countrywide

Nuvo

Video call services help those in rural areas

Soft searches for mortgages

Lenders moving to broker only

### The Consumer – What You Need to Know

Majority feel confident finding advice

Majority of direct customers go to their current account provider

84% are satisfied with the advice they received

Majority do their own research before speaking to an adviser

Most mortgage holders would consider using free online advice

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Additional product recommendations are the least satisfactory aspect of advice

Online advice can help those without access to an adviser

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