

# Mortgage Lender Benchmark H2 2019

## Summary Version

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Smart Money People

# Foreword

This is the third edition of the Mortgage Lender Benchmark, and I'm delighted that some 44 lenders are now represented in our SWOT analysis and heatmap pages (up from 35 in H1 2019).

The outputs provide an in depth and truly comprehensive look at how lenders are performing in the eyes of their intermediaries.

With the end of the year now fast approaching, our research suggests that brokers are becoming increasingly demanding of lenders, with the average overall rating slipping to 81.1% in H2 2019 (down from 81.6% in H1 2019, and down again from 82.1% in H2 2018).

With brokers reporting declining standards across most lenders, those sixteen lenders with improving broker satisfaction should be particularly pleased.

The role of the Mortgage Lender Benchmark H2 2019 is to better explain what's working well and what isn't across the intermediary mortgage market. We also highlight which lenders are performing best for intermediaries, and which really need to up their game.

I believe this report will prove useful to many lenders and wider stakeholders. In particular, our individual SWOT analysis and heatmaps deliver unique insight into the lenders responsible for 95% of all mortgage lending in 2018 (UK Finance).

Our overarching aim is to help lenders enhance their intermediary proposition and to gain a competitive advantage in what is, an increasingly tough mortgage market.



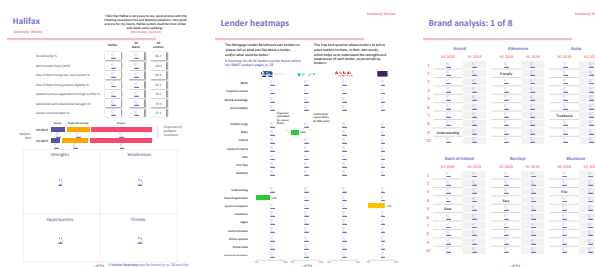
The lock icon in this report signifies paid content. Our full report is available to all interested parties for £1,200 and includes the following:

- Full league table data (for all firms)
- 44 pages of SWOT analysis covering 44 firms
- Heatmaps and brand analysis covering 44 firms

It is also possible to acquire all verbatim feedback (for all lenders) to enable further internal analysis and to arrange an in person briefing.



**Michael Fotis**  
Founder of Smart Money People



*Sample SWOT, heatmap and brand analysis pages*



# Contents

## Part 1

- 4 Executive summary
- 7 Lender league tables
- 12 Sector insight
- 14 What matters most to intermediaries?
- 15 What's behind an intermediary's decision to recommend a lender or not recommend a lender?
- 19 Who's winning the technology race?
- 20 Satisfaction with networks and the role of proc fees
- 21 Focus: Satisfaction by case type
- 22 Conclusion

## Part 2

- 23 Lender SWOT analysis and heatmaps
  - A: Accord, Aldermore, Atom Bank & Aviva
  - B: Bank of Ireland, Barclays, Bluestone & BM Solutions
  - C: Canada Life, Clydesdale Bank & Coventry Building Society
  - F: Fleet Mortgages & Furness Building Society
  - G: Godiva
  - H: Halifax, Hodge Lifetime & HSBC UK
  - J: Just
  - K: Kensington & Kent Reliance
  - L: Leeds Building Society, Legal & General & LV=
  - M: M&S Bank, Metro Bank & more 2 Life
  - N: Nationwide Building Society, NatWest & Newcastle Building Society
  - P: Paragon Bank, Pepper Money, Platform, Precise, Principality Building Society & Pure Retirement
  - S: Santander, Scottish Widows & Skipton Building Society
  - T: The Mortgage Lender, The Mortgage Works, Together & TSB
  - V: Vida & Virgin Money
  - W: West Bromwich Building Society
- 79 Brand analysis (44 lenders as listed above)
- 88 Methodology
- 90 About Smart Money People and contact details



# Executive summary

## Introduction

The Mortgage Lender Benchmark H2 2019 is an independent research report that analyses what's going well, and what isn't, when it comes to intermediary satisfaction with mortgage providers.

This analysis comes in two parts:

- Part 1 delivers **market intelligence** and our lender **league tables**
- Part 2 includes individual **SWOT analysis** (strengths, weaknesses, opportunities and threats) and **heatmaps** for 44 UK lenders, as well as **brand analysis** providing a unique preview inside these lenders that will be of interest to a wide range of stakeholders

Our aim is to provide lenders with actionable insight that can help them deliver better intermediary propositions. This will in turn help to make the mortgage journey better for customers.

## Market specific findings

- The overall satisfaction of brokers with the lenders they do business with is 81.1%, down from 81.6% in H1 2019, and down again from 82.1% in H2 2018
- Brokers are satisfied with the criteria, product range, flexibility and rates on offer
- But they are becoming increasingly demanding, with just two lenders receiving an overall satisfaction rating of 90% or more (down from eight in H1 2019)
- Speed to completion, online systems and criteria once again received the most feedback from intermediaries, with the sentiment around speed decreasing when compared to H1 2019
- For the first time, our analysis suggests that BDMs have a very significant impact on the likelihood of brokers to recommend a lender or not

- Satisfaction with BDMs declined across all lender types, with the exception of lifetime lenders, where it increased by 5% (from 78.9% to 83.9%)
- Brokers continue to be most satisfied with the performance of building societies, who outperform banks, specialist and lifetime lenders
- The NPS of lenders ranges from +72.6 to -70



468 brokers shared feedback on the last 5 lenders they've dealt with.



2,340 pieces of in depth qualitative and quantitative analysis covering the 20 themes that matter most to intermediaries.

# 95%

Feedback about 93 UK lenders, covering some 95% of mortgage volume (UK Finance).



Press secured to date includes The Spectator, FT Adviser, Love Money, Mortgage Solutions, Mortgage Finance Gazette & Best Advice among others.



Comprehensive and easy to digest analysis.



# Executive summary

## Selected firm specific findings



Halifax remains the UK's highest rated mortgage lender, although there are two clear areas that could be improved.



The satisfaction with Barclays' online systems, which brokers rated the poorest of all big 6 lenders in H1 2019, has deteriorated further in H2 2019.



Santander remains unable to deliver consistent service levels and broker satisfaction with speed falling some 9.2% vs H1 2019.



Atom Bank is the biggest improver. Its overall satisfaction rating increased by 9.5%.

## M&S BANK

M&S Bank becomes the UK's poorest rated bank.



The BDMs of two lifetime lenders are the highest rated across the mortgage industry.

## About the Mortgage Lender Benchmark

The Mortgage Lender Benchmark is a six-monthly research study run by Smart Money People, a review and research platform focused on financial services.

As part of this study, 468 intermediaries shared feedback on the last five lenders they've dealt with, meaning that 2,430 pieces of feedback form the basis of this report.

This feedback included the following:

- Overall satisfaction ratings
- Net Promotor Scores (NPS)
- Free text around what intermediaries like about lenders and what could be better
- Ease of determining max. loan amount ratings
- Speed to process applications through to offer ratings
- Ease of determining product eligibility ratings
- Satisfaction with relationship managers ratings
- Lender communication ratings
- Brand personality analysis



The lock icon in this report signifies paid content. Our full report is available to all interested parties for £1,200, and includes the following:

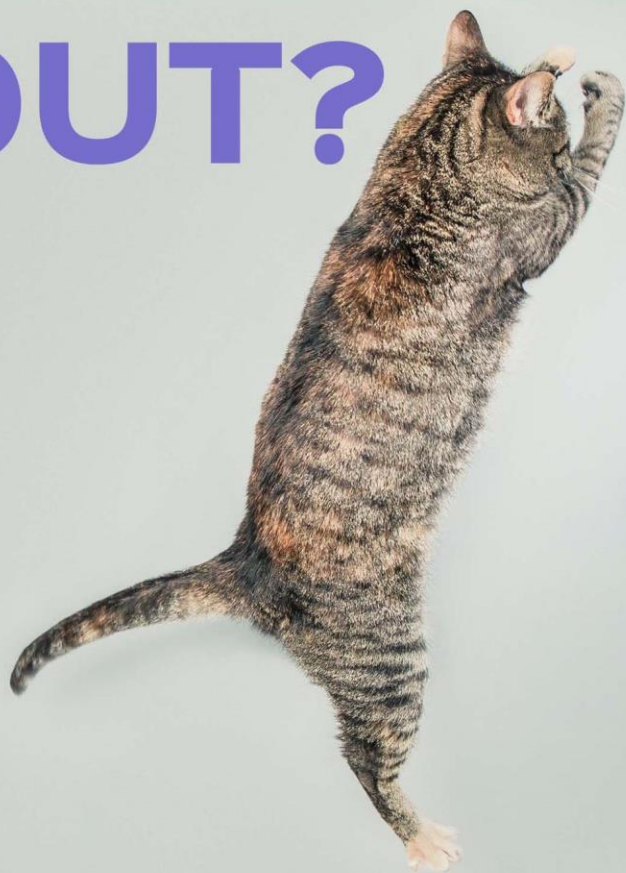
- Full league table data (for all firms)
- 44 pages of SWOT analysis covering 44 firms
- Heatmaps and brand analysis covering 44 firms

It is also possible to acquire all verbatim feedback (for all lenders) to enable further internal analysis and to arrange an in person briefing.





# MISSING OUT?



If **YOUR** firm is missing from our League Tables and SWOT analysis, you may not have met our threshold for inclusion this time.

But you **DON'T** need to miss out. We can work with you to understand how your proposition really stacks up.

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Contact the Smart Money People team today to find out more:  
E: [nate@smartmoneypeople.com](mailto:nate@smartmoneypeople.com)  
T: 0203 859 9248

1

## Collect

We'll design a bespoke survey for you to share with your brokers

2

## Benchmark

Your results will be compared against our wider Mortgage Lender Benchmark dataset

3

## Improve







Gain actionable insights with a tailored report and face to face briefing

# League tables: Banking firms


		Overall Rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Ease of determining product eligibility (%)	Speed to process applications through to offer (%)	Relationship Managers (%)	Communication (%)
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								





# League tables: Building Societies


		Overall Rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Ease of determining product eligibility (%)	Speed to process applications through to offer (%)	Relationship Managers (%)	Communication (%)
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								

Key


 Increasing overall rating

 Decreasing overall rating

 New entrant

 No change

Highest rated



Lowest rated

Please note, the overall rating does not combine the various ratings left by brokers, it is a standalone data point





















































































































# League tables: Specialist & Lifetime lenders

## Specialist Lenders

Overall Rating (%)      Net Promoter Score      Ease of determining max. loan amount (%)      Ease of determining product eligibility (%)      Speed to process applications through to offer (%)      Relationship Managers (%)      Communication (%)

1								
2								
3								
4								
5								
6								
7								

## Lifetime Lenders

1								
2								
3								
4								
5								
6								
7								

A key can be found on p.8



# Broker rated: H2 2019



Alongside this study, we're making available a number of 'broker rated' badges to help intermediaries identify top-rated firms across key areas, such as lending criteria.

A large amount of brokers participate in this study and our research has been featured widely, including in the following publications: FT Adviser, The Spectator, Love Money, Mortgage Solutions, Financial Reporter, Mortgage Introducer, Mortgage Finance Gazette, Best Advice and of course Smart Money People.

Best Bank		
Best Building Society		
Best Specialist Lender		
Best Lifetime Mortgage Provider		
Great for Lending Criteria		
Great for Underwriting		
Great for Online Systems		
Great for Speed to Offer		
Great for Communication		
Great for Relationship Management		

If you'd like to use your badges please contact us using the details on p.22.



# Lender heatmaps

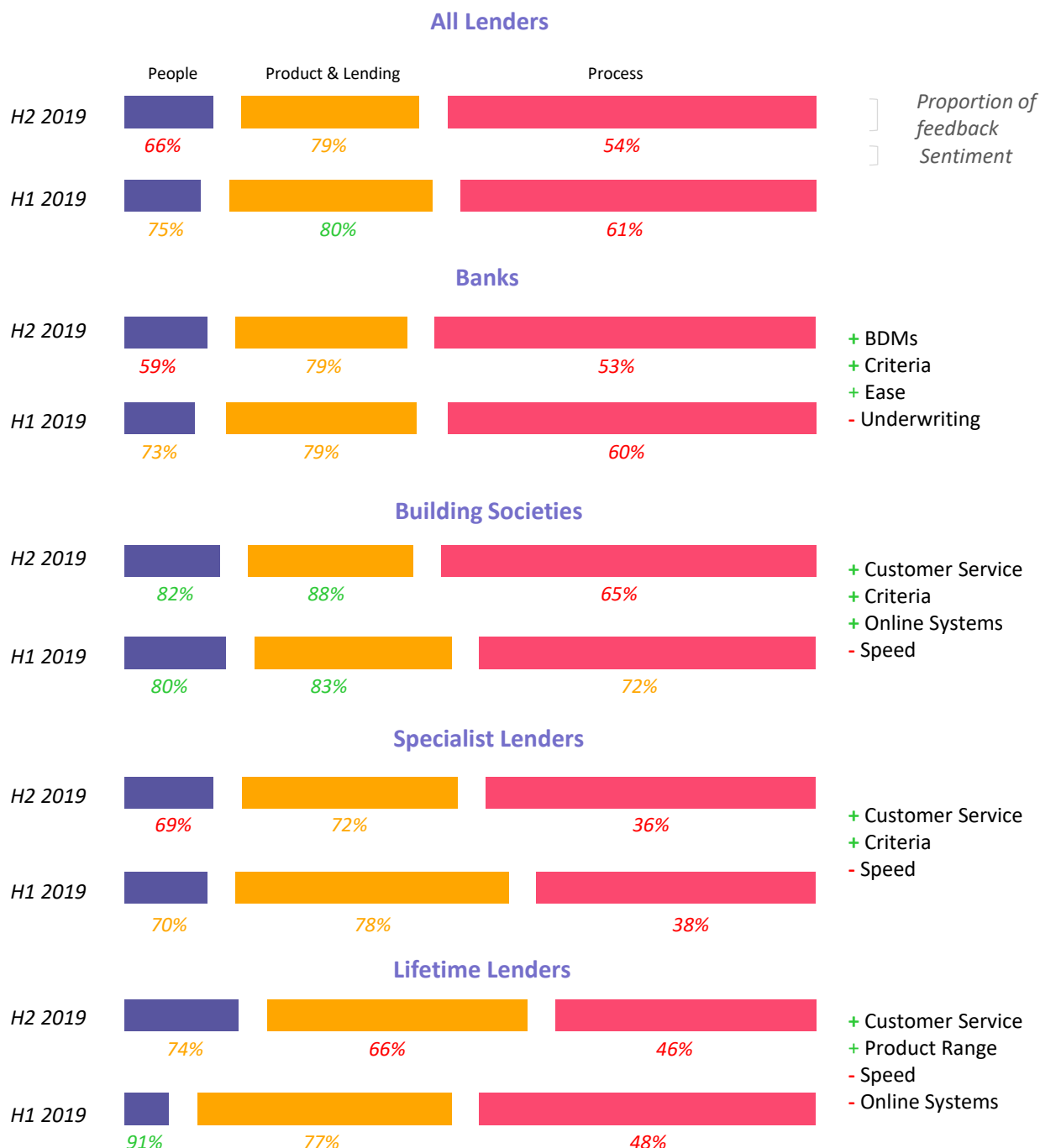
The Mortgage Lender Benchmark asks brokers to 'please tell us what you like about a lender, and/or what could be better.'

A heatmap for all 44 lenders can be found within our SWOT analysis pages, p. 23

This free text question allows brokers to tell us what matters to them, in their own words, which helps us to understand the strengths and weaknesses of each lender.



# Sector insight: How do lender types differ?



The sentiment around product and lending is in line with H1 2019 for the all lender average. Brokers remain happy with the criteria, product range, flexibility and rates, of banks and building societies in particular. Good criteria and flexibility are traditionally strengths for specialist lenders, but brokers are no longer raving about these two themes.

The sentiment around process also declined, with brokers sharing more negative feedback around communication and speed in particular. Brokers also placed more importance on the availability and quality of BDMs and back office staff. Our analysis suggests BDMs have a very significant impact on the likelihood of brokers to recommend a lender or not.



# Sector insight: Top level stats

The overall satisfaction of brokers with the lenders they do business with has fallen to 81.1%, with only 'ease of determining product eligibility' increasing when compared to H1 2019.

Satisfaction with Building Societies also fell, however they continue to be the highest rated and most recommended lender type.

The biggest changes across lender types:

- Banks: Feedback is largely consistent, but brokers are less satisfied with relationship managers and communication vs H1 2019
- Specialist Lenders: Improving NPS, albeit remaining in negative territory and declining satisfaction with BDMs
- Lifetime Lenders: The overall satisfaction and NPS ratings have both declined vs H1 2019

## Top level stats: All mortgage lenders

	Overall Rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Ease of determining product eligibility (%)	Speed to process applications through to offer (%)	Relationship Managers (%)	Communication (%)
H2 2019	81.1	+26.3	82.9	81.2	74.1	79.6	77.1
H1 2019	81.6	+27.5	83.3	79.1	75.5	80.9	78.8

### Banks

### Building Societies

### Specialist Lenders

### Lifetime Lenders

	Banks		Building Societies		Specialist Lenders		Lifetime Lenders	
	H2 2019	H1 2019	H2 2019	H1 2019	H2 2019	H1 2019	H2 2019	H1 2019
Overall Rating (%)								
Net Promoter Score								
Ease of determining max. loan amount (%)								
Ease of determining product eligibility (%)								
Speed to process appl. through to offer (%)								
Relationship managers (%)								
Communication (%)								



# What matters most to intermediaries?

Speed to completion, online systems and criteria once again received the most feedback from intermediaries, with online systems leapfrogging criteria to become the second most commented on theme by brokers.

A number of themes received a low volume of feedback, but lenders cannot afford to ignore them, as they generate some of the strongest negative feedback.

## The themes and sentiment behind our intermediary feedback

### People

BDMs	H2 19	
	H1 19	
Customer service	H2 19	
	H1 19	
Skills & knowledge	H2 19	
	H1 19	
Accountability	H2 19	
	H1 19	

The sentiment around customer service has weakened vs. H1 2019, and more brokers are commenting on this theme

### Product & Lending

Product range	H2 19	
	H1 19	
Rates	H2 19	
	H1 19	
Criteria	H2 19	
	H1 19	
Clarity of criteria	H2 19	
	H1 19	
Fees	H2 19	
	H1 19	
Proc fees	H2 19	
	H1 19	
Flexibility	H2 19	
	H1 19	

Brokers are talking more positively about rates

Fewer brokers are talking about flexibility

### Process

Underwriting	H2 19	
	H1 19	
Ease of application	H2 19	
	H1 19	
Speed to completion	H2 19	
	H1 19	
Valuations	H2 19	
	H1 19	
Legals	H2 19	
	H1 19	
Communication	H2 19	
	H1 19	
Online systems	H2 19	
	H1 19	
Online tools	H2 19	
	H1 19	
Accuracy & consistency	H2 19	
	H1 19	

Communication continues to climb as a theme that matters to brokers

H2 19: 2,340 pieces of feedback mentioned 4,095 items which have been mapped to the adjacent 20 themes.

H1 19: 1,696 pieces of feedback mentioned 2,889 items which have been mapped to the adjacent 20 themes.

0 10 20  
% feedback for each theme

Key

Highest rated theme



Lowest rated theme





# What's behind the decision to recommend a lender?

Being recommended by intermediaries matters, but it doesn't come easy. The below tables identify the themes that are most commented on by brokers which are likely to recommend a lender.

Each theme is ranked by both volume of feedback and how strong an impact it's having on the overall likelihood of a broker to recommend a lender.

While speed remains the most commented on theme by brokers recommending a lender, great BDMs, customer service and underwriting have the strongest positive impact on this decision.

In H2 2019, communication enters the top 10 list, and is now the eighth most commented upon theme by intermediaries likely to recommend a given lender.

Although only just making our top 10, for many brokers, an excellent BDM can have the greatest positive impact on a broker's likelihood to recommend a lender.

While not appearing in our top ten most commented on themes in H2 2019, lenders that were seen to have knowledgeable and accountable staff were also particularly favored by brokers.

## The themes promoters talk about and the impact of each theme

### H2 2019

1	Speed to completion	4
2	Criteria	8
3	Online systems	9
4	Ease of application	6
5	Customer service	2
6	Underwriting	3
7	Rates	5
8	Communication	7
9	Flexibility	10
10	BDMs	1

Ranking  
by volume

Ranking  
by impact

### H1 2019

1	Speed to completion	3
2	Criteria	7
3	Ease of application	1
4	Online systems	9
5	Underwriting	2
6	Customer service	10
7	Flexibility	6
8	BDMs	4
9	Product range	8
10	Rates	5

Ranking  
by volume

Ranking  
by impact



# Verbatim from intermediaries recommending the lenders they work with

The following page highlights some of the verbatim commentary left by intermediaries around the themes identified as being behind whether a broker recommends a lender. The themes that detractors talk about can be found on p.17.

While all comments were left by either promoters or detractors, the choice of comments and the lenders highlighted below and on p.18 have no overall significance.

<b>Speed to completion</b> <p>"Underwritten immediately on application, can have the case agreed subject to valuation within half an hour of submission."</p> <p><i>Halifax</i></p>	<b>Ease of application</b> <p>"Application process is very easy to use and quick."</p> <p><i>NatWest</i></p>	<b>Criteria</b> <p>"Affordability criteria for individuals/couples with no children or outgoings is often a bit more generous than other lenders."</p> <p><i>Barclays</i></p>
<b>Underwriting</b> <p>"They can consider exceptional cases without just saying computer says no - they actually look at the merits of a case."</p> <p><i>Accord</i></p>	<b>BDMs</b> <p>"A lot of credit has to go to their current business development manager who is always there to answer any call or return an email on the same day."</p> <p><i>HSBC</i></p>	<b>Ease of application</b> <p>"Straight forward easy to follow process."</p> <p><i>The Mortgage Works</i></p>
<b>Flexibility</b> <p>"It is flexible with self employed clients and those with just one year's accounts."</p> <p><i>Kensington</i></p>	<b>Underwriting</b> <p>"They do over the phone underwriting so quick to get an offer and get queries raised resolved straight away."</p> <p><i>Halifax</i></p>	<b>Online systems</b> <p>"Online KFI and Application process is slick and easy to use."</p> <p><i>more 2 life</i></p>



It is possible to acquire all verbatim feedback (for all lenders) to enable further internal analysis and review. Our contact details can be found on p.22.



# What's behind the decision to not recommend a lender?

At first glance, it appears that not much has changed!

The overall satisfaction of brokers with the lenders they deal with is just slightly lower than H1 2019, and the top five themes commented on by brokers remain the same.

And yet when it comes to what leads an intermediary to not recommend a lender, we've noted some important changes. BDMs and accountability have emerged as top ten themes for brokers actively not recommending a lender, and they're also having the strongest impact on this decision.

Communication remains a key failure point for lenders. In fact, it's now within the top three most commented on themes by brokers that are not recommending a lender.

Both criteria and flexibility have fallen out of our top ten. As we see on p.14, both are commented on a lot by brokers, but issues around these themes are no longer pushing brokers to not recommend a given lender.

## The themes detractors talk about vs. the impact of each theme

### H2 2019

1	Speed to completion	7
2	Underwriting	5
3	Communication	3
4	Ease of application	9
5	Online systems	8
6	Customer service	6
7	Accuracy & consistency	4
8	BDMs	2
9	Accountability	1
10	Rates	10

Ranking  
by volume

Ranking  
by impact

### H1 2019

1	Speed to completion	7
2	Online systems	6
3	Underwriting	5
4	Ease of application	3
5	Communication	1
6	Accuracy & consistency	4
7	Customer service	2
8	Criteria	9
9	Flexibility	10
10	Online tools	8

Ranking  
by volume

Ranking  
by impact



# Verbatim from intermediaries not recommending the lenders they work with

## Accuracy & consistency

"Prone to making errors and not following their own processes and procedures."

*Landbay*

## Communication

"Got told the application was fine, then got told separate things by different underwriters."

*Metro Bank*

## Ease of application

"Ask so many questions, want too many documents although the information would be found on the credit file. Very tedious."

*Barclays*

## Clarity of criteria

"Different criteria and impossible to know which one overshadows the other unless you call as not easily explained in criteria."

*Barclays*

## Online systems

"Application system and tracking is horrible. Downloading a mortgage offer requires 10 counter intuitive steps and takes half an hour to actually download."

*Virgin Money*

## Customer service

"Don't have a telephone helpline to call for application. That's not great."

*NatWest*

## Ease of application

"Hard work and ask question after question."

*Aldermore*

## Communication

"They are slow in responding and their communication is very poor resulting in the adviser having to continually chase to be on top of a case."

*Hodge Lifetime*

## Flexibility

"Unless the case is 'straight forward' they will find a reason not to do it."

*L&G*

## Online tools

"Ridiculously complex calculator!"

*Santander*

## Underwriting

"Underwriting is archaic, not a great deal of common-sense lending with them being a new lender."

*M&S Bank*

## Speed

"The administrative side is slow, and clients are having to wait 3 plus weeks for an offer because it's taking 5 days for documents to be reviewed."

*Santander*



It is possible to acquire all verbatim feedback (for all lenders) to enable further internal analysis and review. Our contact details can be found on p.22.




# Who’s winning the technology race?

A lot of the process verbatim we receive focuses on how smooth and easy lenders have made life for their brokers. This gives us a good view of which lenders have leveraged technology to help make the work of intermediaries easier.

Things like online systems and tools, the availability of live chat, and even the use of sourcing systems are all themes intermediaries comment upon when discussing the strengths and weaknesses of different lenders.

In the table below, we offer the intermediary view on which lenders are leading the technology race, with a specific focus on online systems.

Firm specific observations:

- Since H1 2019, NatWest has jumped up the table with brokers frequently commenting on how easy the system is to use
-  maintains its place in the top quartile with its online system being described as ‘slick’ and ‘straightforward’
- Barclays remains firmly rooted to the bottom quartile, with brokers commenting on their system as ‘unwieldy’ and ‘glitchy’
- Aviva also performs poorly, with brokers frustrated by the lack of online systems

## Which lenders’ online systems delight? And which require upgrading?

Top  
Quartile



Upper  
Middle



Lower  
Middle



Bottom  
Quartile



252 brokers commented on online systems when discussing what they like about a lender and/or what could be better. Above we’ve included the 21 lenders with the most feedback about online systems.



# Does broker size & network/club matter?

Brokers belonging to Paradigm Mortgage Services have the lowest satisfaction with the lenders they deal with (as per H1 2019). Are they being poorly served by lenders or are these intermediaries just a little more demanding?

Brokers belonging to the PRIMIS Mortgage Network rated the lenders they deal with highest, and our research once again found that brokers at larger firms are slightly more satisfied with the lenders they deal with.

Brokers in firms with 19 or less advisors had an average lender satisfaction rating of 79.7% vs. 82.2% for brokers in firms with 20 or more advisors.

In this edition we also asked brokers if they had admin support or not. Those that told us that they did have admin support gave lenders an overall satisfaction rating of 80.7%. Those that reported having no admin support are slightly more satisfied with lenders, 81.9%.

**PRIMIS**  
MORTGAGE NETWORK

87.3%



85.1%



84.4%



84.3%



81.1%



80.8%



80.8%



80.7%



80.6%



80.0%



79.6%



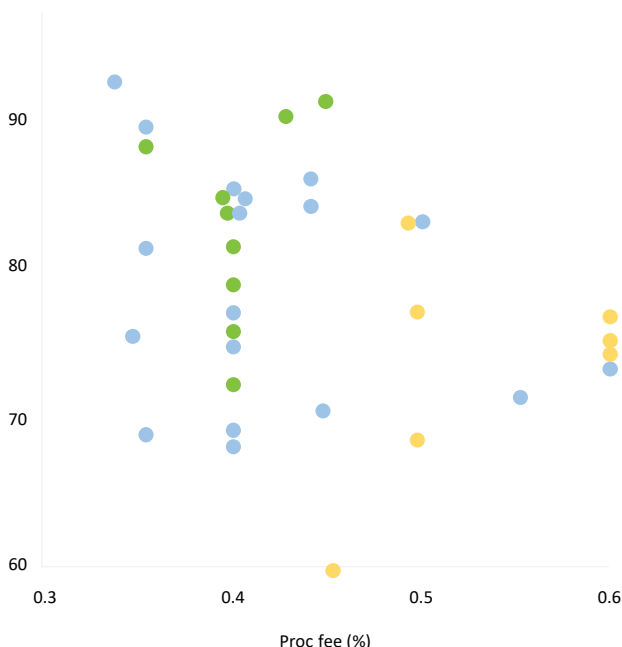
**Paradigm**  
MORTGAGE SERVICES

78.2%

*Only networks and clubs with >50 pieces of feedback have been included.*

## Is there a relationship between proc fees and intermediary satisfaction?

Overall satisfaction (%)





# Focus: Satisfaction by case type

In this edition of the Mortgage Lender Benchmark we asked brokers to tell us more about the case type they were leaving feedback for as well as any key case characteristics.

We found that adverse credit cases in particular delivered the weakest feedback from brokers.

Brokers may value the role specialist lenders play around tricky cases like adverse credit, or BTL commercial, but they're not prepared to cut them any slack.

Below we're sharing some of these findings to help lenders better understand what good looks like across the case types they focus on.

## Satisfaction by case type

	Overall Rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Ease of determining product eligibility (%)	Speed to process applications through to offer (%)	Relationship Managers (%)	Communication (%)
All Feedback	81.1	+26.3	82.9	81.2	74.1	79.6	77.1
First time buyer							
Home mover							
Product transfer							
Remortgage							
BTL (consumer)							
BTL (commercial)							

## Satisfaction by case characteristic

Self-employed							
Adverse credit							



# Conclusion

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The satisfaction of intermediaries with the lenders they work with has declined slightly since the last Mortgage Lender Benchmark report was released in June 2019. It now stands at 81.1%.

A competitive market means that brokers are, on the whole, happy with key product and lending themes, namely criteria, product range, flexibility and rates. But it's clear that brokers are increasingly demanding of the lenders they do business with, particularly around process and people themes.

Speed to completion, online systems and criteria once again received the most feedback from brokers. And while themes like BDMs and accuracy and consistency don't attract as much volume of feedback, our analysis suggests that these themes can have the strongest impact on whether a broker is likely to recommend a lender or not.

There is of course a wide gap in performance between the highest and lowest rated lenders, and just two lenders received an overall rating of 90% or more (down from 8 in H1 2019). Only one lender had an NPS of >+70, while one reported an NPS of -70, which is the lowest we've seen.

The aim of the Mortgage Lender Benchmark is to help lenders, regulators, investors, as well as other interested parties to better understand the service and propositions offered by UK lenders.

Our lender SWOT analysis, heatmap pages, and brand analysis will help readers better understand what makes 44 lenders really tick. What are their strengths and weaknesses? And how do they compare with other lenders? With rather big challenges ahead, we believe that better understanding the market will help lenders to gain a competitive advantage.

The next edition of the Mortgage Lender Benchmark will be delivered in June 2020. Which lenders will improve? And which will continue to deliver a poor intermediary experience? A lot really can change in the space of a few months.

To discuss this study further, please contact the research team at Smart Money People using the details below.

Michael Fotis & Nate Harwood



0203 859 9248



michael@smartmoneypeople.com  
nate@smartmoneypeople.com



# SWOT analysis & heatmaps

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The following section includes detailed SWOT analysis and heatmaps for 44 UK lenders presented in order of feedback volume:

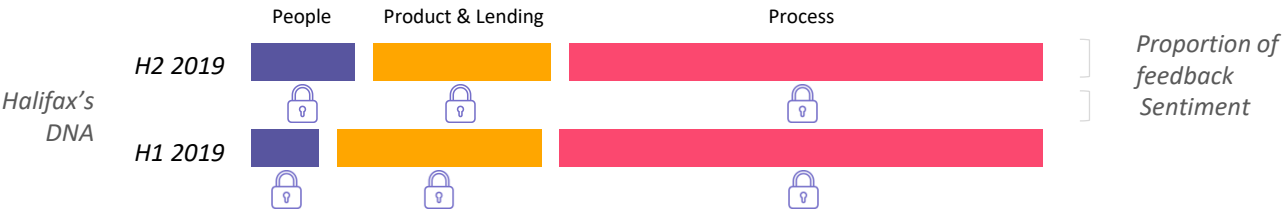
- p. 24: Halifax
- p. 25: Santander
- p. 26: NatWest
- p. 27: Barclays
- [p. 28: Heatmap for the above 4 lenders](#)
- p. 29: Nationwide Building Society
- p. 30: HSBC
- p. 31: Accord
- p. 32: BM Solutions
- [p. 33: Heatmap for the above 4 lenders](#)
- p. 34: The Mortgage Works (TMW)
- p. 35: Leeds Building Society
- p. 36: Precise Mortgages
- p. 37: Virgin Money
- [p. 38: Heatmap for the above 4 lenders](#)
- p. 39: Coventry Building Society
- p. 40: Bank of Ireland
- p. 41: Kensington Mortgages
- p. 42: Platform
- [p. 43: Heatmap for the above 4 lenders](#)
- p. 44: Kent Reliance
- p. 45: TSB
- p. 46: Aldermore
- p. 47: Clydesdale
- [p. 48: Heatmap for the above 4 lenders](#)
- p. 49: Skipton Building Society
- p. 50: Paragon Bank
- p. 51: Vida
- p. 52: Atom Bank
- [p. 53: Heatmap for the above 4 lenders](#)
- p. 54: Aviva
- p. 55: Bluestone
- p. 56: Metro Bank
- p. 57: Pepper Money
- [p. 58: Heatmap for the above 4 lenders](#)
- p. 59: West Bromwich Building Society
- p. 60: L&G
- p. 61: Together
- p. 62: Principality Building Society
- [p. 63: Heatmap for the above 4 lenders](#)
- p. 64: Scottish Widows
- p. 65: The Mortgage Lender
- p. 66: more 2 life
- p. 67: Newcastle Building Society
- [p. 68: Heatmap for the above 4 lenders](#)
- p. 69: Fleet Mortgages
- p. 70: Canada Life
- p. 71: Hodge Lifetime
- p. 72: Furness Building Society
- [p. 73: Heatmap for the above 4 lenders](#)
- p. 74: Godiva
- p. 75: Just Retirement
- p. 76: M&S Bank
- p. 77: Pure Retirement
- [p. 78: Heatmap for the above 4 lenders](#)



“I like that Halifax is very easy to use, quick process with the checking case phone line and desktop valuations. Very quick process for my clients. Halifax system could be more slicker and needs some updating.”

Intermediary feedback

	Halifax	All Banks	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats

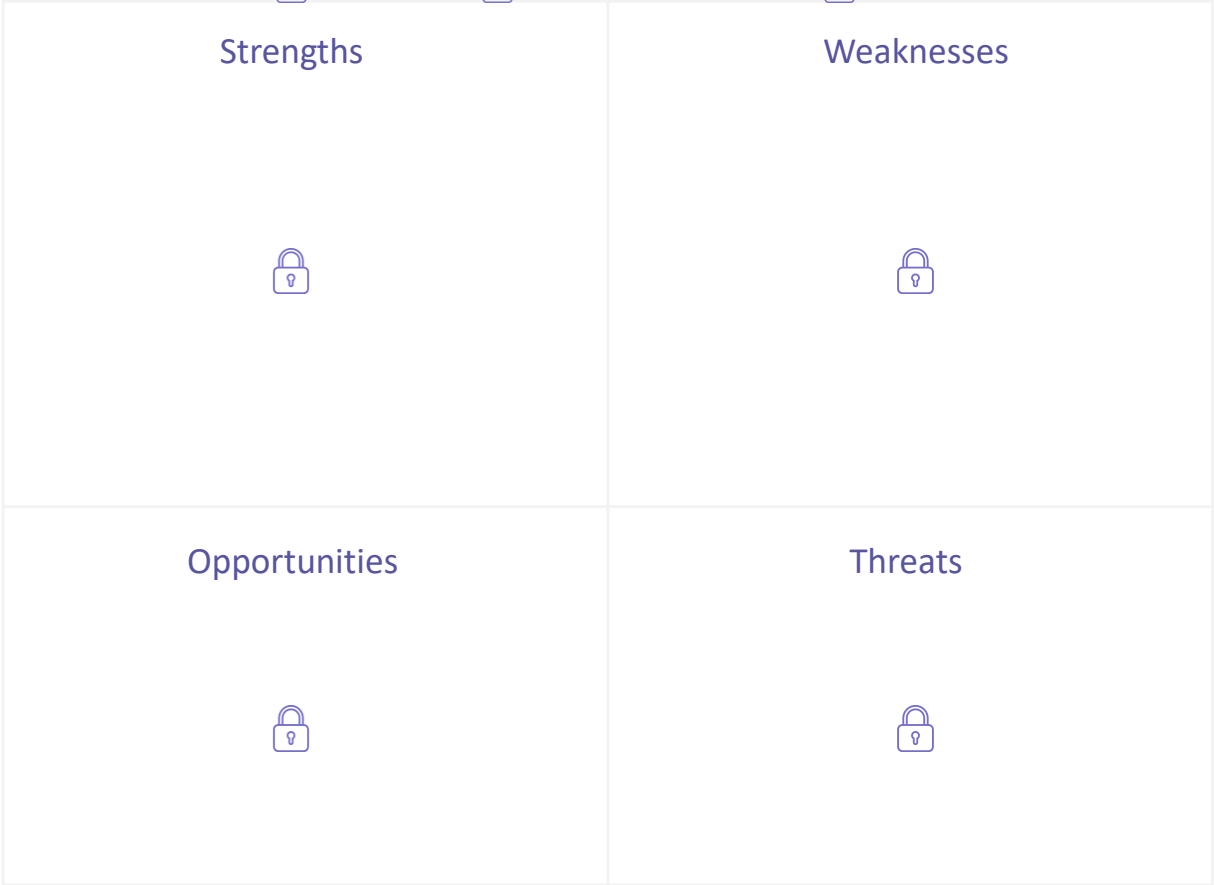
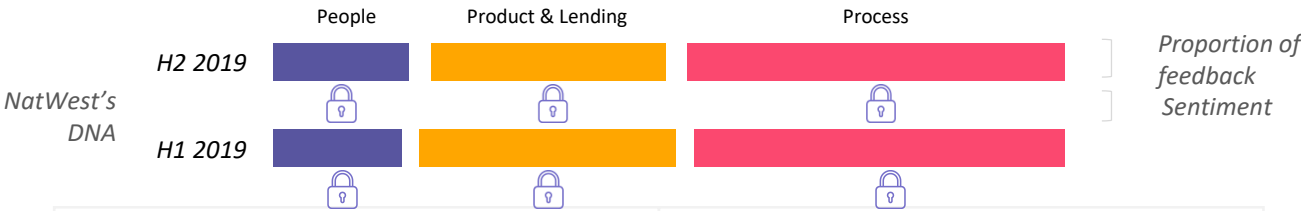


“Their communication is very poor and their turnaround times at the moment are unacceptable.”  
Intermediary feedback



Summary Version

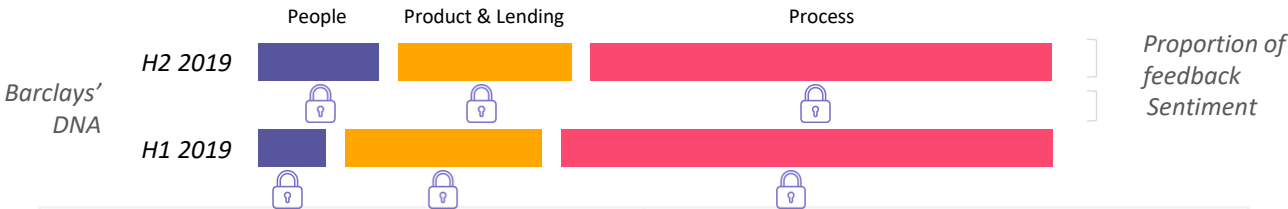
	NatWest	All Banks	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1





“Everything could be better! System is awful, communication shocking and timescales even worse.”  
*Intermediary feedback*

	Barclays	All Banks	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



# Lender heatmaps

The Mortgage Lender Benchmark asks brokers to ‘please tell us what you like about a lender, and/or what could be better.’

This free text question allows brokers to tell us what matters to them, in their own words, which helps us to understand the strengths and weaknesses of each lender.

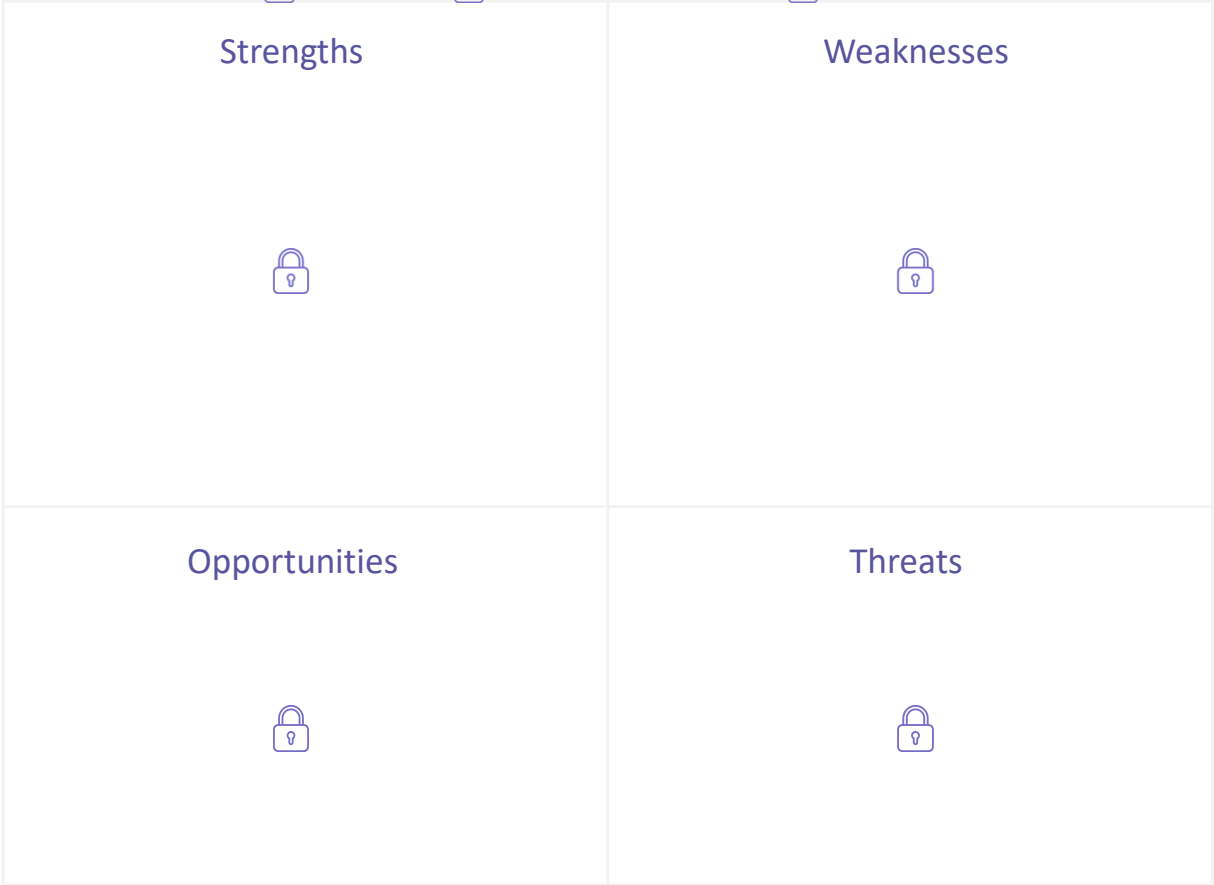
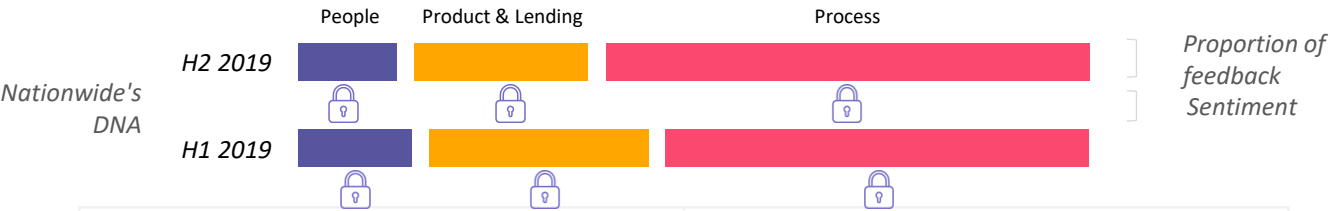


# Nationwide Building Society

Summary Version

“Product transfer could not have been easier however they can be a bit picky about high LTV cases with gifted deposits that other lenders would not consider a problem.”  
Intermediary feedback

	Nationwide	All Building Societies	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Summary Version



“This was a Product Transfer and the Offer could only be sent in the post to me. I asked for email, but they offered to fax it!! This resulted in delays.”  
Intermediary feedback



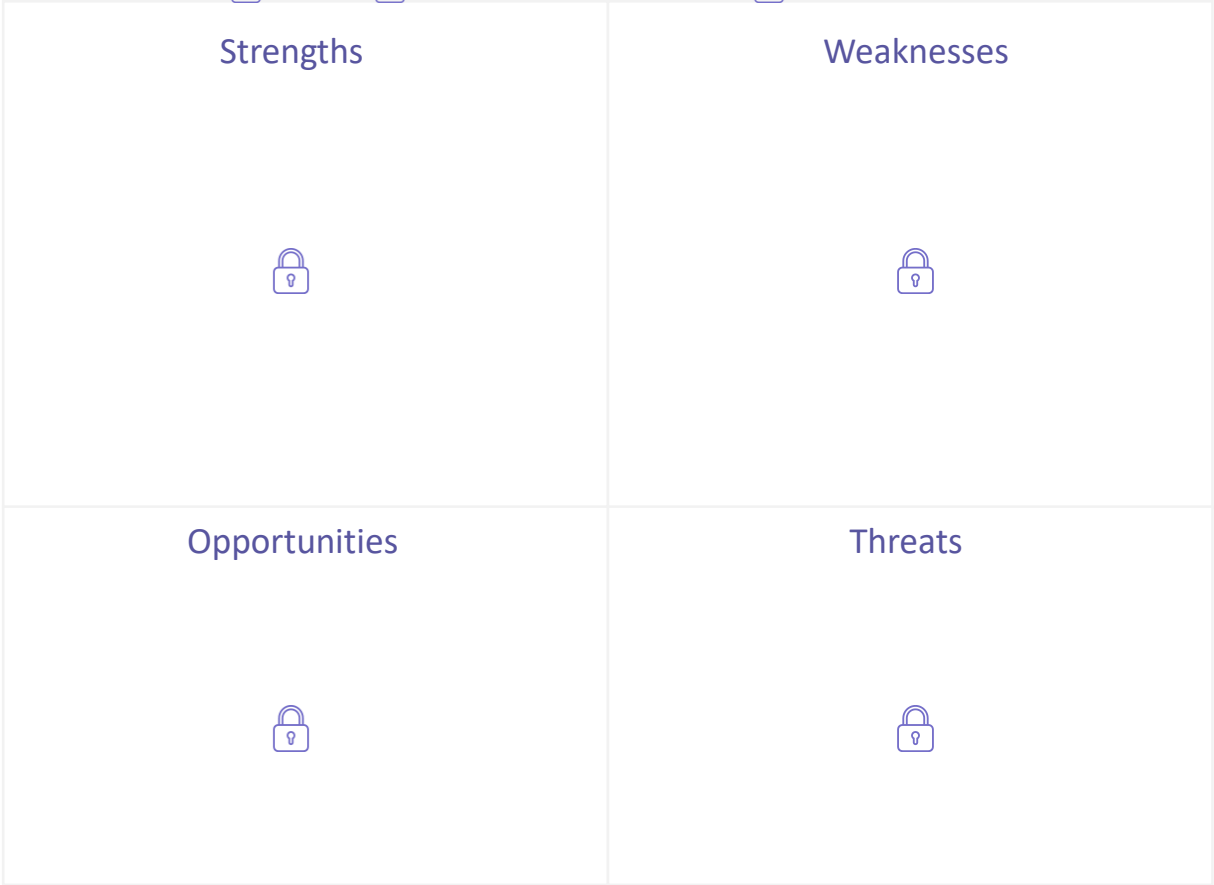
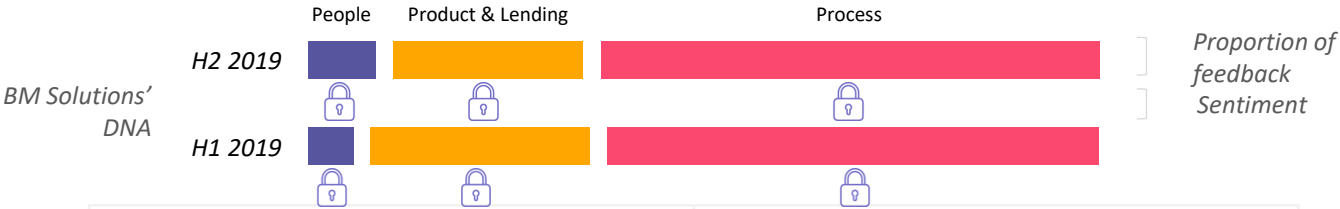
# BM Solutions

Summary Version

“Can do PT all online which is great but the 'one minute mortgage' system is far from that. Not accommodating enough for changes/error in keying. PT rates too high.”

Intermediary feedback

	BM Solutions	All Banks	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1





# Lender heatmaps

The Mortgage Lender Benchmark asks brokers to ‘please tell us what you like about a lender, and/or what could be better.’

This free text question allows brokers to tell us what matters to them, in their own words, which helps us to understand the strengths and weaknesses of each lender.



# The Mortgage Works

Summary Version

“Generally really good and flexible criteria however valuations can often decline it for the most bizarre reasons example recent one declined due to internal decor below standard.”

Intermediary feedback



A lender heatmap can be found on p. 38 and the top 10 words to describe this brand on p. 86

# Leeds Building Society

Summary Version

“Their system is very easy to use but I wish clients didn't have to send back a signed offer acceptance form as with Rate Switches that can delay things.”  
Intermediary feedback



# Precise Mortgages

Summary Version

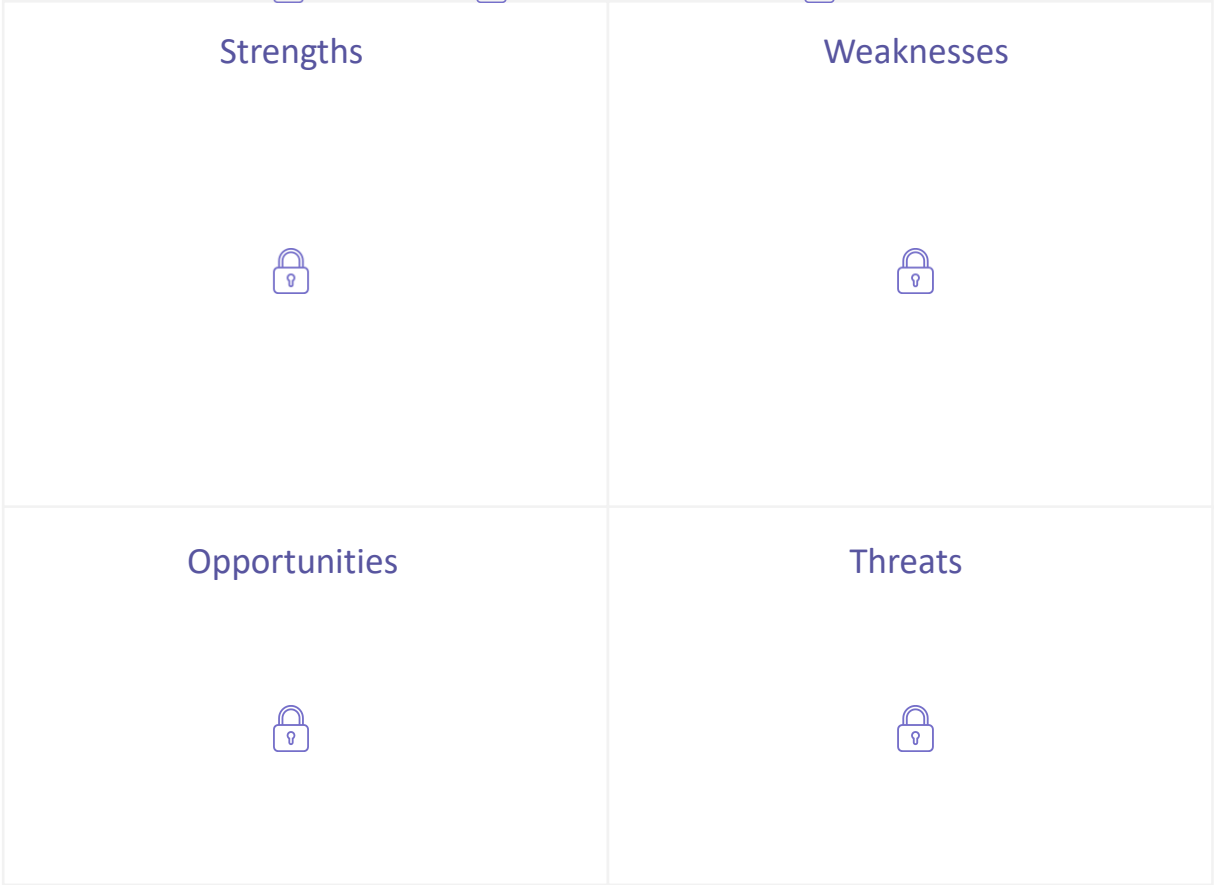
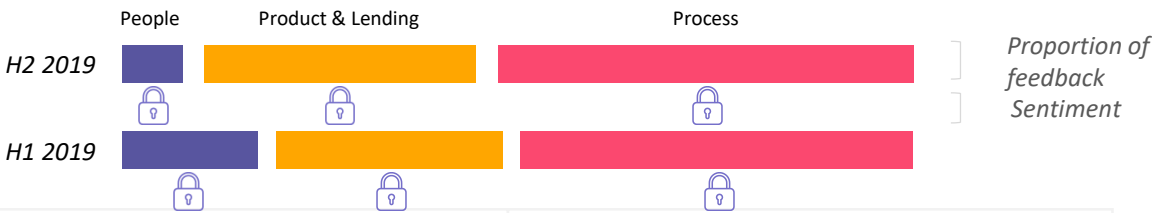
“System is easy to use and product guide easy to follow. However uploading documents is time consuming as only one can be uploaded at a time.”  
*Intermediary feedback*



“Application system and tracking is horrible. Downloading a mortgage offer requires 10 counter intuitive steps and takes half an hour to actually download.”

Intermediary feedback

	Virgin Money	All Banks	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



# Lender heatmaps

The Mortgage Lender Benchmark asks brokers to ‘please tell us what you like about a lender, and/or what could be better.’

This free text question allows brokers to tell us what matters to them, in their own words, which helps us to understand the strengths and weaknesses of each lender.



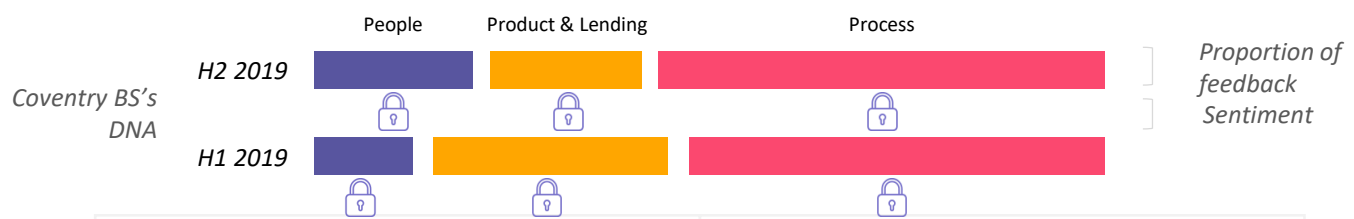
# Coventry Building Society

Summary Version

“Good system, service and BDM, telephone support. Also very quick to answer the phone which is a positive in any brokers book!”

Intermediary feedback

	CBS	All Building Societies	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



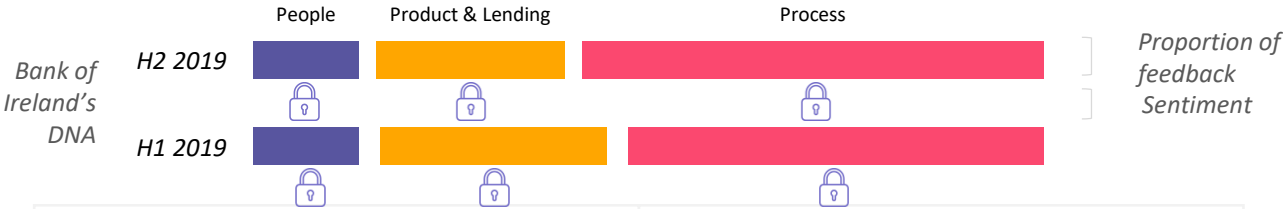
# Bank of Ireland

Summary Version

“BOI system is great. Two things that let the lender down is how long you wait to speak to the broker services and how long it takes to get an application out.”

Intermediary feedback

	Bank of Ireland	All Banks	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats





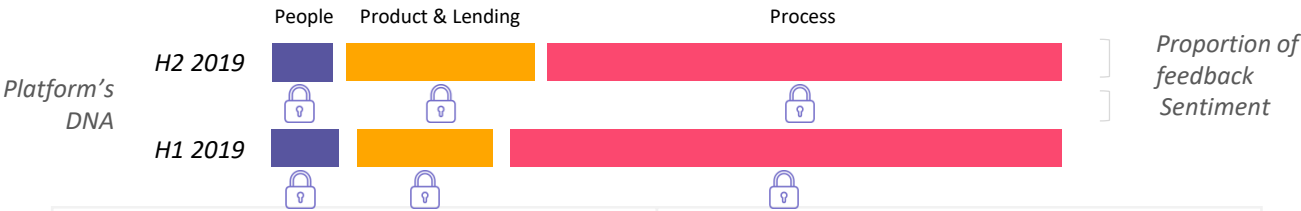
# Platform

Summary Version

“Speed and questions around £10 payments for going to a swimming pool or asking why they went to two coffee shops in one day on a £40k remo where client earned £130k joint is poor play and there’s no need for it.”

Intermediary feedback

	Platform	All Banks	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats

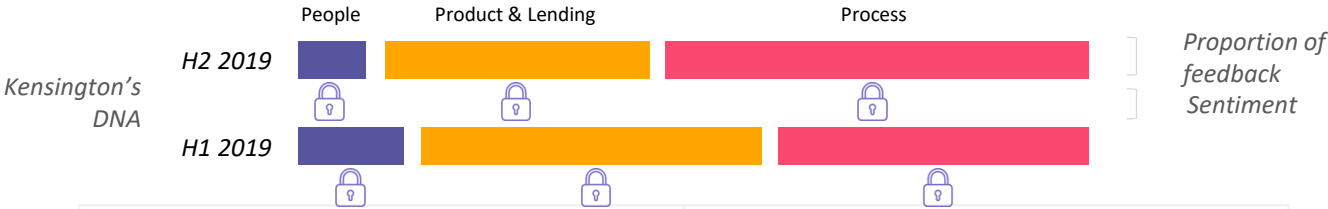


# Kensington Mortgages

Summary Version

“Need to be quicker and provide a list of all documents upfront. Often drip feed the document requirements which makes it slow.”  
*Intermediary feedback*

	Kensington	All Specialist Lenders	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



# Lender heatmaps

The Mortgage Lender Benchmark asks brokers to ‘please tell us what you like about a lender, and/or what could be better.’

This free text question allows brokers to tell us what matters to them, in their own words, which helps us to understand the strengths and weaknesses of each lender.

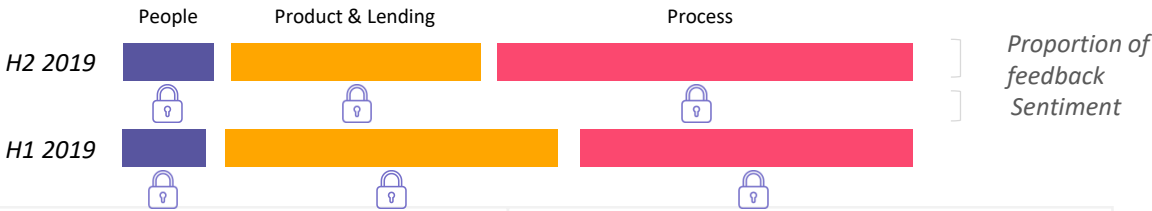


“Document heavy. Good rates. Much better system than before. Pedantic underwriting.”  
Intermediary feedback



“Not keen on their fees which are quite steep, or their rates but where needs must, they fill a gap.”  
Intermediary feedback

	Kent Reliance	All Banks	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



“They are a middle ground between full specialist lender and high street. They overlook minor credit issues.”  
*Intermediary feedback*



“Clydesdale think outside of the box and look at cases for what the case is, not just by their criteria. They look in colour, not just black and white.”  
Intermediary feedback



# Lender heatmaps

The Mortgage Lender Benchmark asks brokers to ‘please tell us what you like about a lender, and/or what could be better.’

This free text question allows brokers to tell us what matters to them, in their own words, which helps us to understand the strengths and weaknesses of each lender.



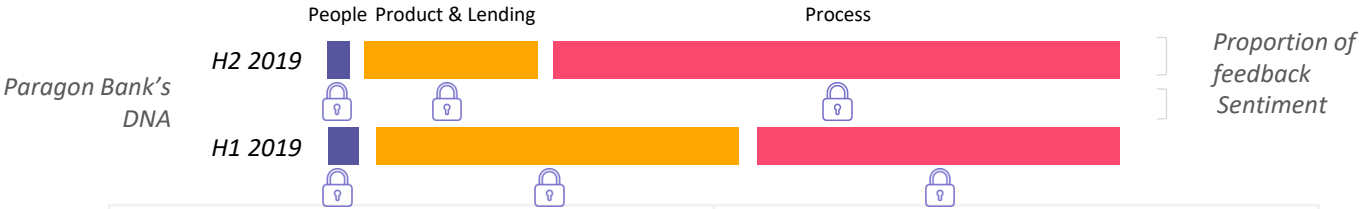


Summary Version



“There an ok lender. I like their stress testing policy on property portfolio. Products could be cheaper.”  
*Intermediary feedback*

	Paragon	All Banks	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



# Vida Homeloans

Summary Version

“Slow process, requested lots of documents, but did get the case to offer though.”  
Intermediary feedback



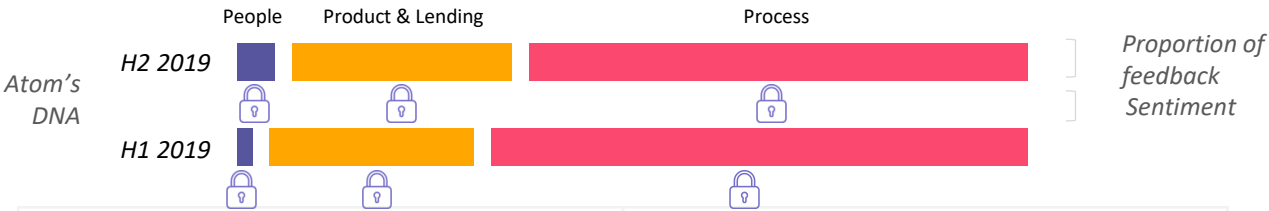
# Atom Bank

Summary Version

“I love atom bank, I think they are a brilliant lender and unbelievable for porting. They offer the same term which is different to any other lender out there and they offer same rate as the client took out at application. Fantastic desk based BDM Joe is so helpful all the time.”

Intermediary feedback

	Atom Bank	All Banks	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



# Lender heatmaps

The Mortgage Lender Benchmark asks brokers to ‘please tell us what you like about a lender, and/or what could be better.’

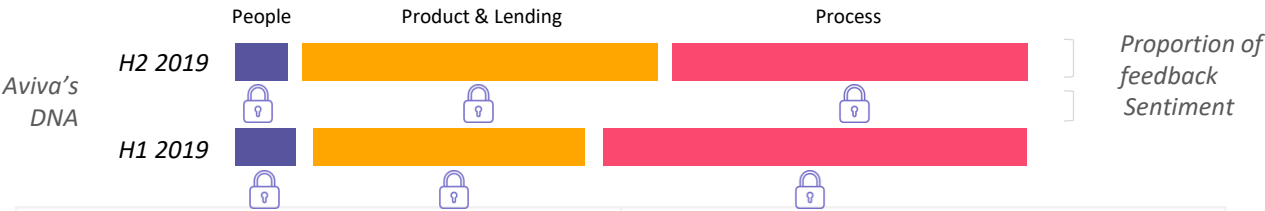
This free text question allows brokers to tell us what matters to them, in their own words, which helps us to understand the strengths and weaknesses of each lender.



“Competitive interest rates, good for clients with health issues, good brand awareness but let down by cumbersome quotation system and lack of online application portal.”

Intermediary feedback

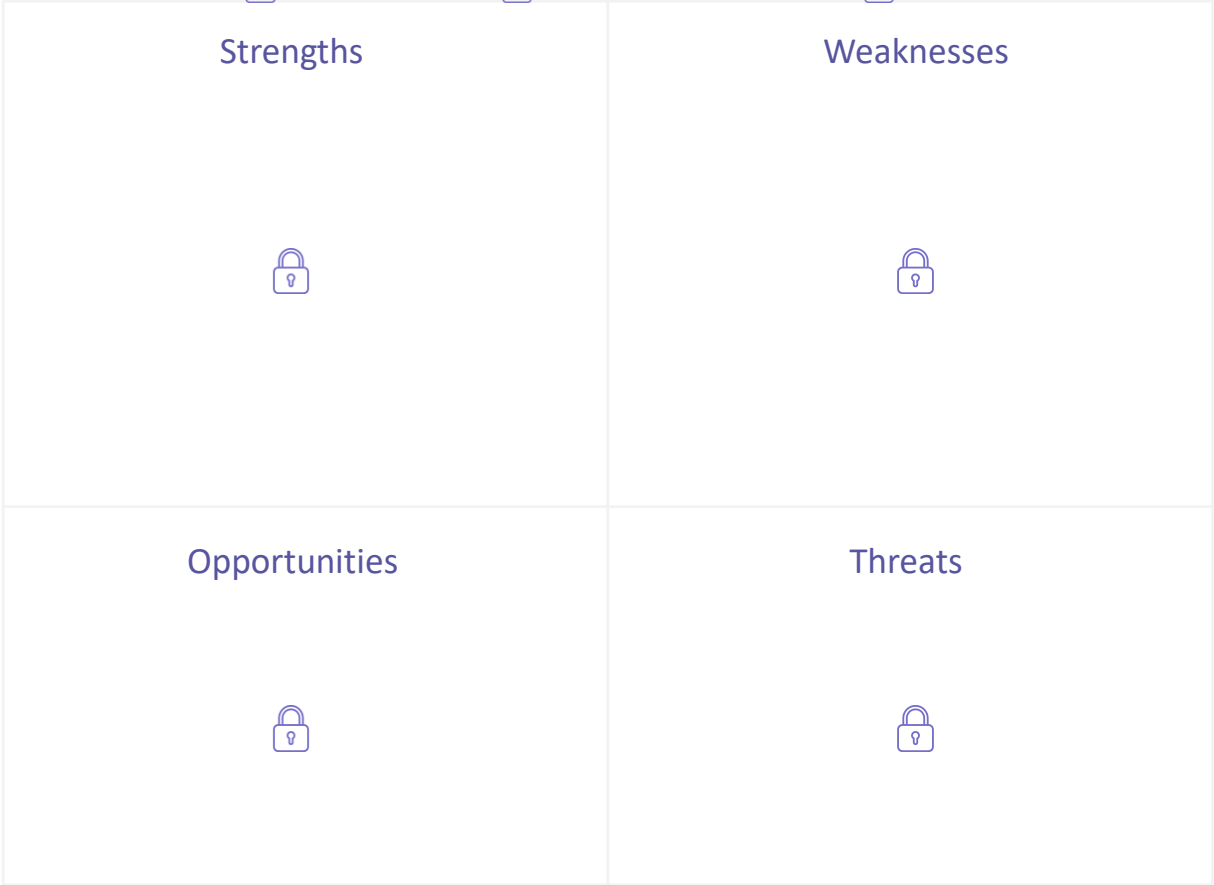
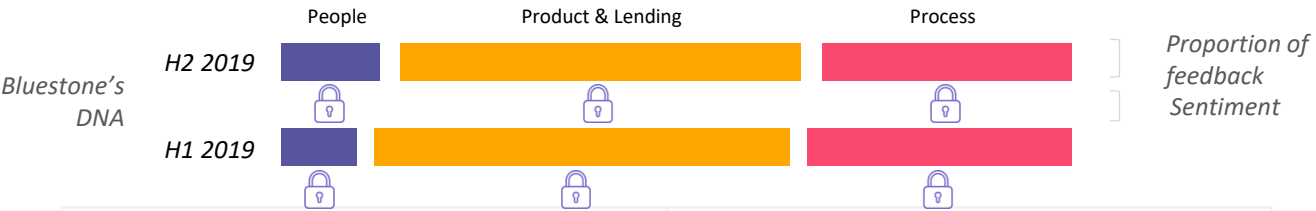
	Aviva	All Lifetime Lenders	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



	Bluestone	All Specialist Lenders	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



“BDM support could be better, site could be better, speed of assessment could be better.”  
Intermediary feedback



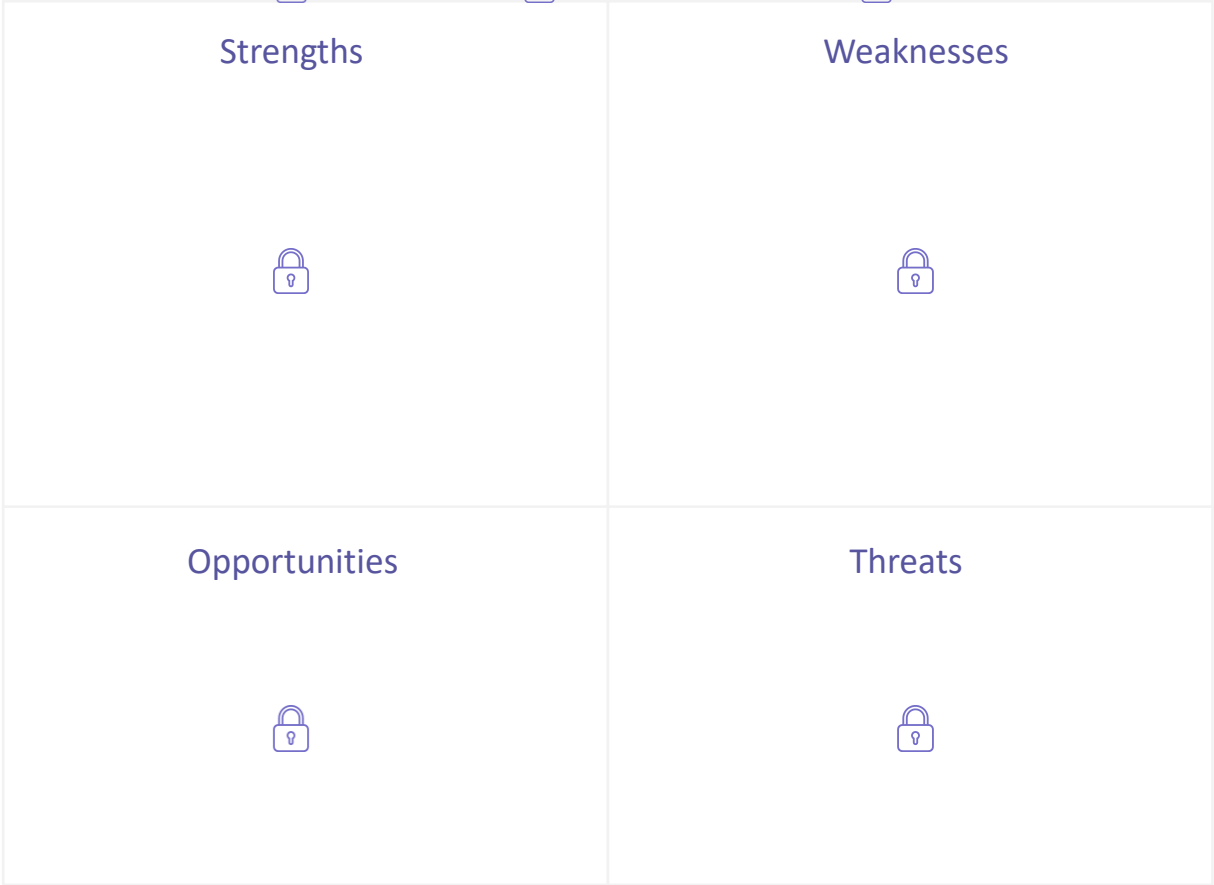
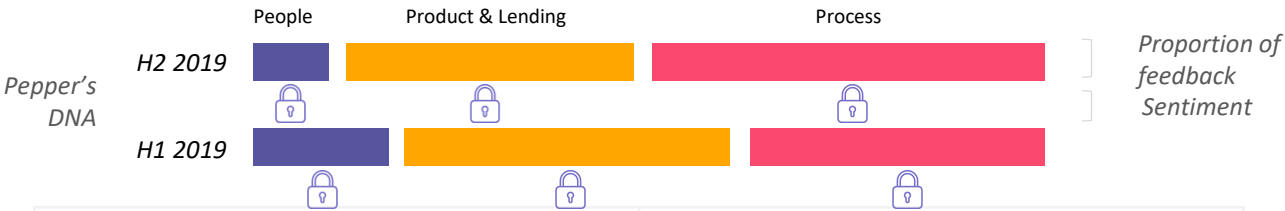


# Pepper Money

Summary Version

“I like Pepper’s web page and they are good if straightforward but anything quirky it goes around the houses.”  
Intermediary feedback

	Pepper	All Specialist Lenders	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



# Lender heatmaps

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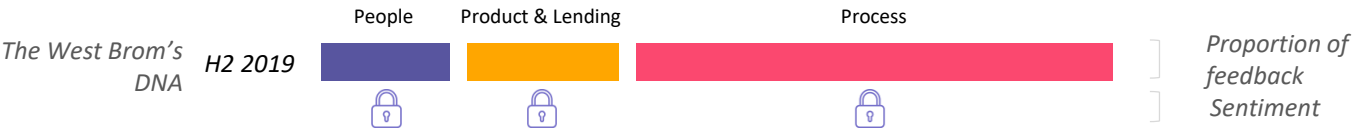


# West Brom Building Society

“Amazing intermediary team.  
Very helpful and great service.”  
*Intermediary feedback*

## Summary Version

	The West Brom	All Building Societies	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



“Online portal is the fastest on the market. Lending criteria regarding proximity to commercial properties ludicrously strict.”

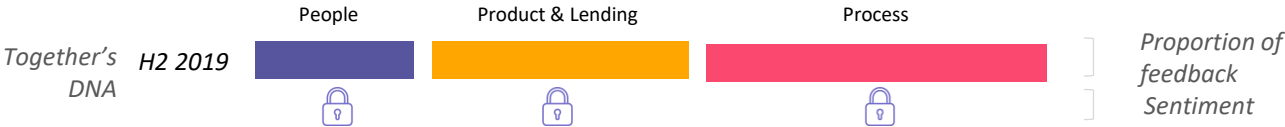
Intermediary feedback



“I really like not having to enter credit agreements, this is an excellent feature I haven't seen elsewhere. Underwriting is slower than elsewhere, however understandable.”

Intermediary feedback

	Together	All Specialist Lenders	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats

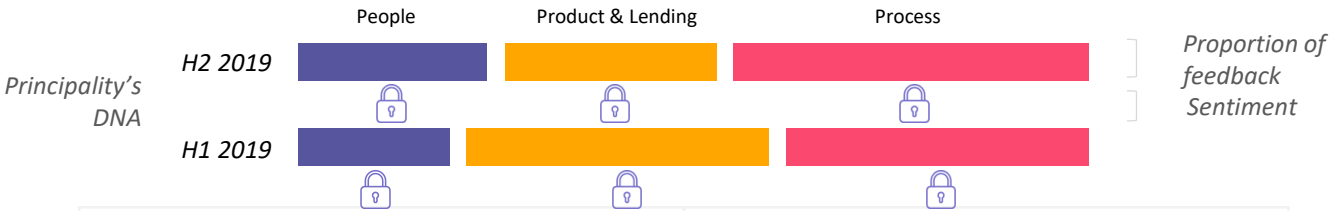


# Principality Building Society

Summary Version

“They have their own in house common sense scoring system which means clients with blips have a chance to get a decent rate mortgage.”  
Intermediary feedback

	Principality	All Building Societies	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



# Lender heatmaps

The Mortgage Lender Benchmark asks brokers to ‘please tell us what you like about a lender, and/or what could be better.’

This free text question allows brokers to tell us what matters to them, in their own words, which helps us to understand the strengths and weaknesses of each lender.



# Scottish Widows

Summary Version

“Good overall service, a little bit complicated when trying to port with additional borrowing.”  
Intermediary feedback





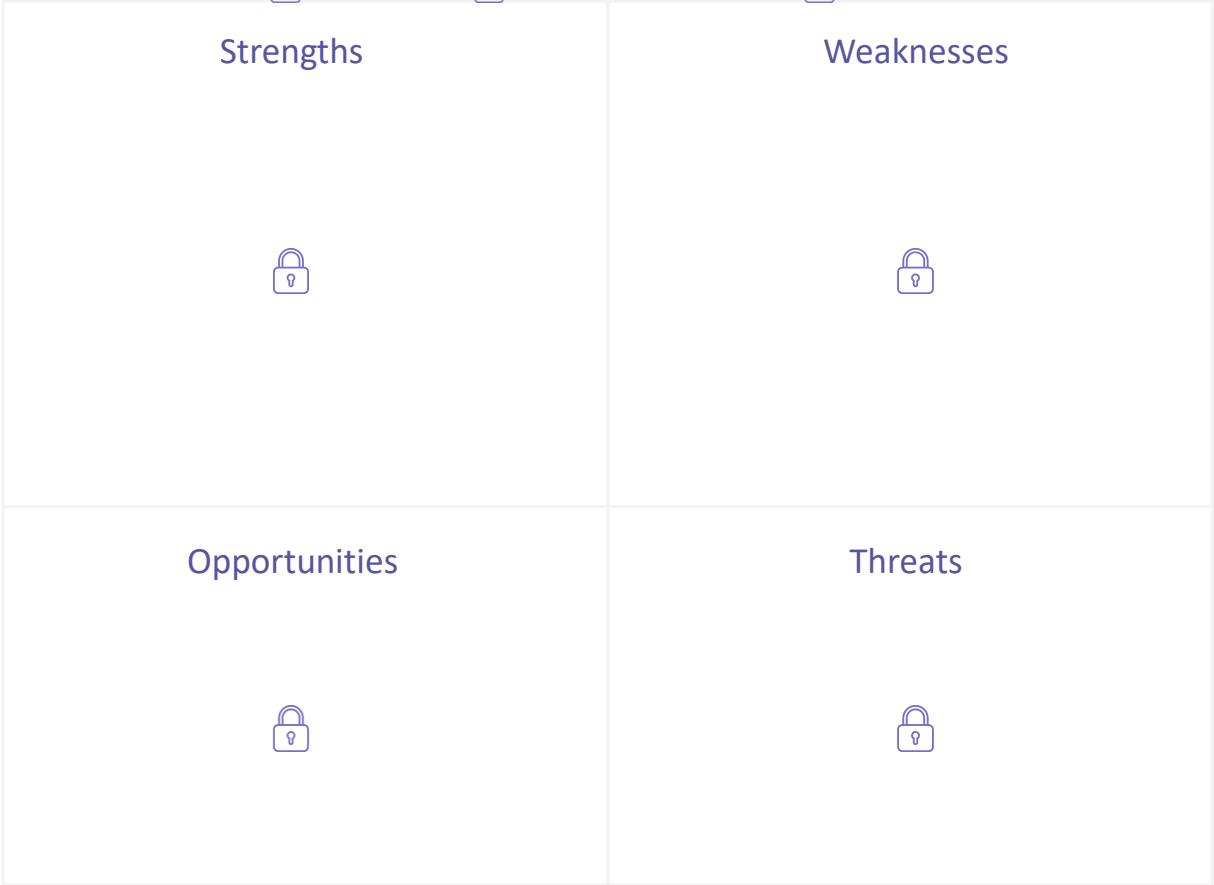
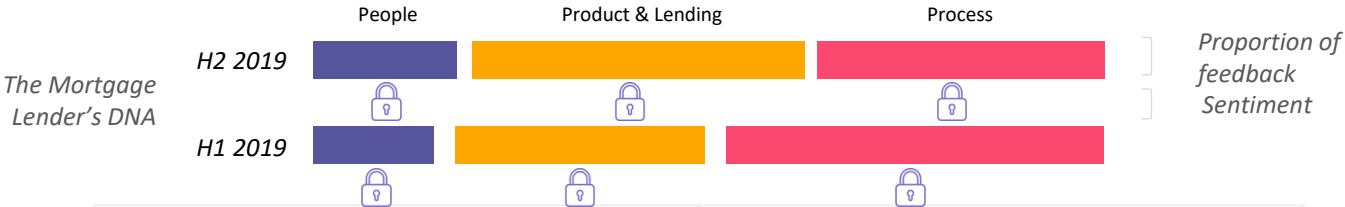
# The Mortgage Lender

Summary Version

“Real life lending and consider cases even when outside of policy. Good rates for poor credit but turnaround times are a little slower. BDM - Hanif is fantastic.”

Intermediary feedback

	The Mortgage Lender	All Specialist Lenders	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



“Generally good service, wide range of products, competitive interest rates generally high loans to value.”  
Intermediary feedback

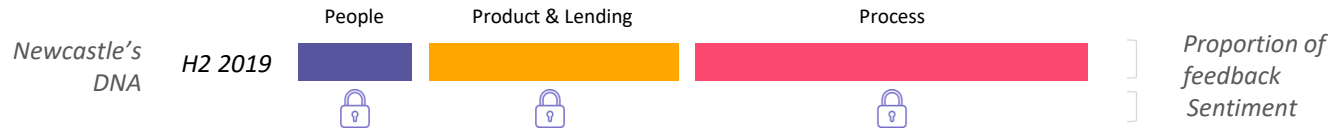


# Newcastle Building Society

Summary Version

“Good rates but slow service and annoying app fee of £199 which always creates a barrier to use.”  
Intermediary feedback

	Newcastle	All Building Societies	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



# Lender heatmaps

The Mortgage Lender Benchmark asks brokers to ‘please tell us what you like about a lender, and/or what could be better.’

This free text question allows brokers to tell us what matters to them, in their own words, which helps us to understand the strengths and weaknesses of each lender.

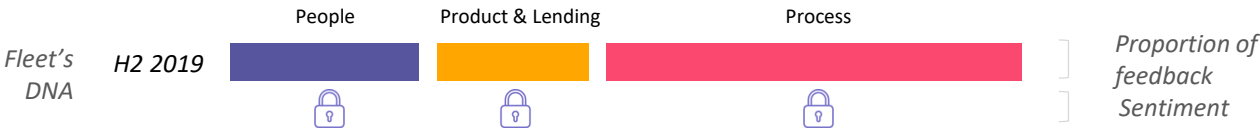


# Fleet Mortgages

Summary Version

“Answer phones quickly, specialists in HMO and helpful broker support team.”  
*Intermediary feedback*

	Fleet Mortgages	All Specialist Lenders	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1

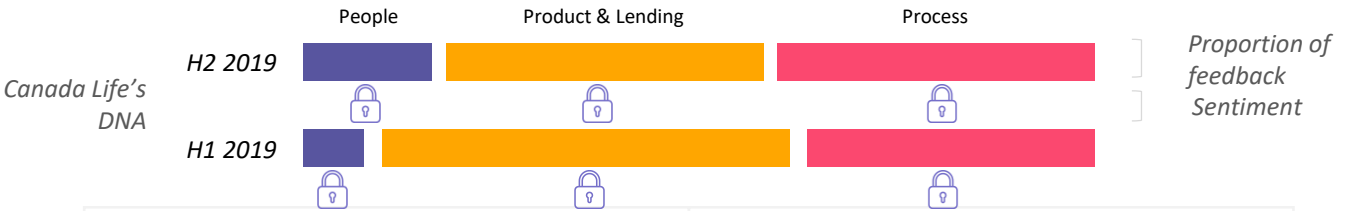


Strengths	Weaknesses
Opportunities	Threats



“Good products, service and technology. Rates are still too high by comparison with other lenders.”  
*Intermediary feedback*

	Canada Life	All Lifetime Lenders	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



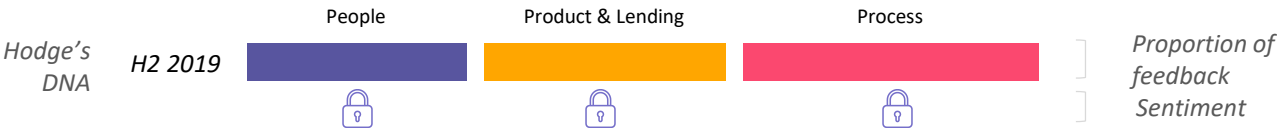
# Hodge Lifetime

Summary Version

“The product is fundamentally good. The issue is Hodge's approach. For example but not limited to: They are behind the times in terms of delivery systems. They are slow in responding and their communication is very poor resulting in the adviser having to continually chase to be on top of a case.”

Intermediary feedback

	Hodge	All Lifetime Lenders	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats

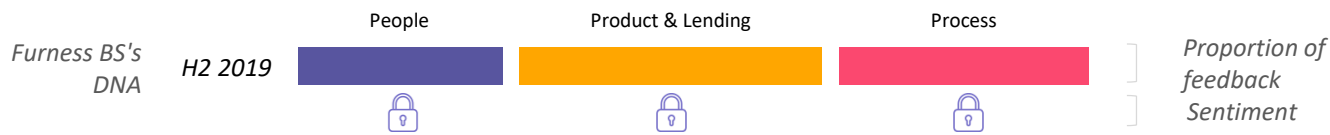


# Furness Building Society

“Need to lend on more variety. Can't do flats or in the M25 which is an issue sometimes.”  
*Intermediary feedback*

## Summary Version

	Furness	All Building Societies	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats





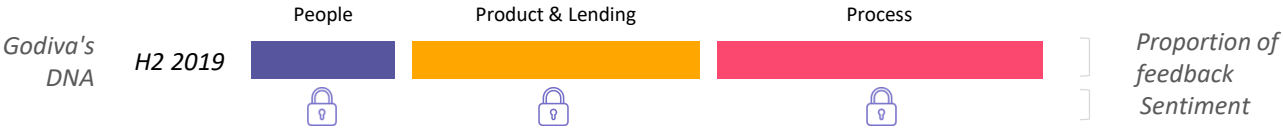
# Lender heatmaps

The Mortgage Lender Benchmark asks brokers to ‘please tell us what you like about a lender, and/or what could be better.’

This free text question allows brokers to tell us what matters to them, in their own words, which helps us to understand the strengths and weaknesses of each lender.



	Godiva	All Building Societies	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



“Their SLA's are completely fabricated. The real turnaround times for simple procedures are incredibly long. App to valuation instruction is often more than a week, valuation to offer is in excess of 14 days. No other lender is as slow. No communication, and the communication that is received is insufficient.”

Intermediary feedback

	Just	All Lifetime Lenders	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



Summary Version

	M&S Bank	All Banks	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



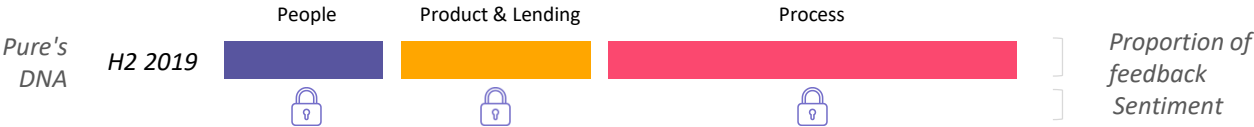
# Pure Retirement

Summary Version

“Great products and very effective online quotation and application system. Excellent broker support. A bit demanding on detail.”

Intermediary feedback

	Pure	All Lifetime Lenders	All Lenders
Overall rating %			81.1
Net Promotor Score (NPS)			+26.3
Ease of determining max. loan amount %			82.9
Ease of determining product eligibility %			81.2
Speed to process applications through to offer %			74.1
Satisfaction with relationship managers %			79.6
Lender communication %			77.1



Strengths	Weaknesses
Opportunities	Threats



# Lender heatmaps

The Mortgage Lender Benchmark asks brokers to ‘please tell us what you like about a lender, and/or what could be better.’

This free text question allows brokers to tell us what matters to them, in their own words, which helps us to understand the strengths and weaknesses of each lender.



# Brand analysis

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We asked brokers the following question for each lender they chose to leave feedback for:

If you met (lender name) at a party, please describe its personality in 3 words.

We asked this question to understand more about how brokers perceive the brand of each lender.

The tables across the following pages playback the top 10 words used for each lender.

p. 80: Accord, Aldermore, Aviva, Bank of Ireland, Barclays & Bluestone

p. 81: BM Solutions, Canada Life, Coventry Building Society, Clydesdale, Digital Mortgages (Atom) & Fleet

p. 82: Furness BS, Godiva, Halifax, Hodge Lifetime, HSBC & Just

p. 83: Kensington, Kent Reliance, L&G, Leeds BS, M&S Bank & Metro Bank

p. 84: more 2 life, Nationwide BS, NatWest, Newcastle BS, Paragon & Pepper Money

p. 85: Platform, Precise, Principality BS, Pure Retirement, Santander & Scottish Widows

p. 86: Skipton BS, The Mortgage Lender, The Mortgage Works, Together, TSB & Vida

p. 87: Virgin Money & West Bromwich Building Society



# Brand analysis: 1 of 8

## Accord

	H2 2019	H1 2019
1		
2		
3		
4		
5		
6		
7		
8		
9	Understanding	
10		

## Aldermore

	H2 2019	H1 2019
1		
2	Friendly	
3		
4		
5		
6		
7		
8		
9		
10		

## Aviva

	H2 2019	H1 2019
1		
2		
3		
4		
5		
6		
7	Traditional	
8		
9		
10		

## Bank of Ireland

	H2 2019	H1 2019
1		
2		
3		
4		
5	Slow	
6		
7		
8		
9		
10		

## Barclays

	H2 2019	H1 2019
1		
2		
3		
4	Easy	
5		
6		
7		
8		
9		
10		

## Bluestone

	H2 2019	H1 2019
1		
2		
3	Fine	
4		
5		
6		
7		
8		
9		
10		





# Brand analysis: 2 of 8

BM Solutions			Canada Life			Clydesdale		
	H2 2019	H1 2019	H2 2019	H1 2019		H2 2019	H1 2019	
1								
2			Approachable					
3								
4								
5								
6								
7						Helpful		
8								
9	Flexible							
10								

Coventry BS			Digital Mortgages (Atom)			Fleet Mortgages		
	H2 2019	H1 2019	H2 2019	H1 2019		H2 2019	H1 2019	
1								
2								
3								
4			Simple			Manual		
5	Quick							
6								
7								
8								
9								
10								



# Brand analysis: 3 of 8

## Furness BS

	H2 2019	H1 2019
1		
2		
3		
4		
5		
6		
7		
8		
9	Honest	
10		

## Godiva

	H2 2019	H1 2019
1		
2	Easy	
3		
4		
5		
6		
7		
8		
9		
10		

## Halifax

	H2 2019	H1 2019
1		
2		
3		
4		
5		
6		
7	Helpful	
8		
9		
10		

## Hodge Lifetime

	H2 2019	H1 2019
1		
2		
3		
4		
5	Enthusiastic	
6		
7		
8		
9		
10		

## HSBC

	H2 2019	H1 2019
1		
2		
3		
4	Reliable	
5		
6		
7		
8		
9		
10		

## Just

	H2 2019	H1 2019
1		
2		
3	Friendly	
4		
5		
6		
7		
8		
9		
10		



# Brand analysis: 4 of 8

## Kensington

	H2 2019	H1 2019
1		
2		
3		
4		
5		
6		
7		
8		
9	Thorough	
10		

## Kent Reliance

	H2 2019	H1 2019
1		
2	Helpful	
3		
4		
5		
6		
7		
8		
9		
10		

## L&G

	H2 2019	H1 2019
1		
2		
3		
4		
5		
6		
7	Reliable	
8		
9		
10		

## Leeds BS

	H2 2019	H1 2019
1		
2		
3		
4		
5	Nice	
6		
7		
8		
9		
10		

## M&S Bank

	H2 2019	H1 2019
1		
2		
3		
4	Honest	
5		
6		
7		
8		
9		
10		

## Metro Bank

	H2 2019	H1 2019
1		
2		
3	Grumpy	
4		
5		
6		
7		
8		
9		
10		



# Brand analysis: 5 of 8

## more 2 life

	H2 2019	H1 2019
1		
2		
3		
4		
5		
6		
7		
8		
9		
10	Easy Going	

## Nationwide BS

	H2 2019	H1 2019
1		
2	Reliable	
3		
4		
5		
6		
7		
8		
9		
10		

## NatWest

	H2 2019	H1 2019
1		
2		
3		
4		
5		
6		
7	Helpful	
8		
9		
10		

## Newcastle BS

	H2 2019	H1 2019
1		-
2		-
3		-
4		-
5	Unusual	-
6		-
7		-
8		-
9		-
10		-

## Paragon

	H2 2019	H1 2019
1		
2		
3		
4	Reliable	
5		
6		
7		
8		
9		
10		

## Pepper Money

	H2 2019	H1 2019
1		
2		
3	Flexible	
4		
5		
6		
7		
8		
9		
10		



# Brand analysis: 6 of 8

Platform

	H2 2019	H1 2019
1		
2		
3		
4		
5		
6		
7		
8		
9	Unhelpful	
10		

Precise

	H2 2019	H1 2019
1		
2	Flexible	
3		
4		
5		
6		
7		
8		
9		
10		

Principality BS

	H2 2019	H1 2019
1		
2		
3		
4		
5		
6		
7	Technical	
8		
9		
10		

Pure Retirement

	H2 2019	H1 2019
1		-
2		-
3		-
4		-
5	Engaging	-
6		-
7		-
8		-
9		-
10		-

Santander

	H2 2019	H1 2019
1		
2		
3		
4	Quick	
5		
6		
7		
8		
9		
10		

Scottish Widows

	H2 2019	H1 2019
1		
2		
3		
4	Quiet	
5		
6		
7		
8		
9		
10		



# Brand analysis: 7 of 8

## Skipton BS

H2 2019

H1 2019

1		
2		
3		
4		
5		
6		
7		
8		
9	Fun	
10		

## The Mortgage Lender

H2 2019

H1 2019

Helpful	

## The Mortgage Works

H2 2019

H1 2019

Straightforward	

## Together

H2 2019

H1 2019

1		-
2		-
3		-
4		-
5	Difficult	-
6		-
7		-
8		-
9		-
10		-

## TSB

H2 2019

H1 2019

Clear	

## Vida











H2 2019

H1 2019

Personable	



# Brand analysis: 8 of 8

Virgin Money			West Bromwich BS	
	H2 2019	H1 2019	H2 2019	H1 2019
1				-
2	Generous			-
3				-
4				-
5				-
6			Approachable	-
7				-
8				-
9				-
10				-



# Methodology

## About the Mortgage Lender Benchmark

The Mortgage Lender Benchmark is an independent research study conducted by Smart Money People every six months.

All feedback was received via an online survey, and was collected between the 7<sup>th</sup> October 2019 and 10<sup>th</sup> November 2019.

A mix of qualitative and quantitative responses were received.

## About the sample population

A total of 468 intermediaries completed the survey. Each intermediary was asked to leave feedback on 'the last 5 lenders you've tried to place a case with, whether successful or not' and therefore 2,340 pieces of feedback have been collected. The study did not attempt to restrict which lenders intermediaries could leave responses for, and hence feedback was received for 93 lenders. These intermediaries responded to our call to leave feedback and therefore the population is self-selecting.

A full list of lenders for which feedback was received can be found on p. 89. This table also highlights how firms have been classified into lender types and the volume of feedback obtained for each firm. A number of banks that predominately focus on specialist lending have been classified in the 'bank' lender type.

Only qualified mortgage intermediaries were invited to complete the survey and feedback from 182 firms was received. Firms ranged in size from independent intermediaries to the largest intermediary firms in the UK. The table adjacent details how this breaks down by firm size. 47% of brokers completing the survey are directly authorised and 53% are appointed representatives.

The region of intermediaries completing the survey is also highlighted in the adjacent table.

## Intermediary firm sizes

Firm size	No. of firms
>40 intermediaries	21
20-40 intermediaries	24
5-19 intermediaries	49
<5 intermediaries	88

## % Responses by region

Region	% Responses
South East	22
London	18
North West	11
South West	9
East of England	8
Yorkshire & Humber	7
West Midlands	7
East Midlands	6
North East	5
Scotland	4
Wales	2
Northern Ireland	1





# Methodology

## Lenders included in this study

Lender name	Type	Feedback volume	Lender name	Type	Feedback volume
Accord	Building Soc	>50	M&S Bank	Bank	10-19
Acre Lane Capital	Specialist	<5	Market Harborough Building Society	Building Soc	<5
Ahli Bank	Specialist	<5	Marsden Building Society	Building Soc	<5
Aldermore	Bank	30-39	Masthaven	Bank	5-9
Alpha Real Capital	Specialist	<5	Metro Bank	Bank	10-19
Atom Bank	Bank	20-29	Mint	Specialist	<5
Aviva	Lifetime	20-29	Monmouthshire Building Society	Building Soc	5-9
Bank of Ireland	Bank	40-49	more 2 life	Lifetime	10-19
Barclays	Bank	>50	MT Finance	Specialist	<5
Bluestone	Specialist	20-29	Nationwide Building Society	Building Soc	>50
BM Solutions	Bank	>50	NatWest	Bank	>50
Buckinghamshire Building Society	Building Soc	<5	Newbury Building Society	Building Soc	<5
Cambridge Building Society	Building Soc	<5	Newcastle Building Society	Building Soc	10-19
Canada Life	Lifetime	10-19	Nottingham Building Society	Building Soc	<5
Clydesdale	Bank	30-39	OakBridge	Specialist	<5
Commercial Acceptances	Specialist	<5	Oaktree Lending	Specialist	<5
Coventry Building Society	Building Soc	40-49	One Family	Lifetime	<5
Danske Bank	Bank	<5	Paragon Bank	Bank	20-29
Darlington Building Society	Building Soc	<5	Pepper Money	Specialist	10-19
Dudley Building Society	Building Soc	<5	Platform	Bank	40-49
Family Building Society	Building Soc	5-9	Precise	Bank	40-49
Fleet Mortgages	Specialist	10-19	Principality Building Society	Building Soc	10-19
Foundation	Specialist	5-9	Progressive Building Society	Building Soc	<5
Funding 365	Specialist	<5	Pure Retirement	Lifetime	10-19
Furness Building Society	Building Soc	10-19	Responsible Lending	Specialist	<5
Gatehouse	Bank	<5	Saffron Building Society	Building Soc	<5
Godiva	Building Soc	10-19	Sainsburys Bank	Bank	<5
Halifax	Bank	>50	Santander	Bank	>50
Hanley Economic Building Society	Building Soc	<5	Scottish Widows	Bank	10-19
Harpenden Building Society	Building Soc	<5	Shawbrook Bank	Bank	5-9
Hinckley & Rugby Building Society	Building Soc	5-9	Skipton Building Society	Building Soc	30-39
Hodge Lifetime	Lifetime	10-19	State Bank of India	Bank	<5
HSBC	Bank	>50	Step One Finance	Specialist	<5
Interbay	Specialist	5-9	Tesco Bank	Bank	<5
Investec	Specialist	<5	TFC Homeloans	Specialist	<5
Ipswich Building Society	Building Soc	<5	The Mortgage Lender	Specialist	10-19
Just Retirement	Lifetime	10-19	The Mortgage Works	Building Soc	>50
JustUs	Specialist	<5	Together	Specialist	10-19
Kensington Mortgages	Specialist	40-49	TSB	Bank	40-49
Kent Reliance	Bank	40-49	UBL	Bank	<5
Keystone	Specialist	5-9	United Trust Bank	Bank	<5
L&G	Lifetime	10-19	Vector Asset Finance	Specialist	<5
Landbay	Specialist	<5	Vernon Building Society	Building Soc	<5
Leeds Building Society	Building Soc	40-49	Vida	Specialist	20-29
Leek United Building Society	Building Soc	5-9	Virgin Money	Bank	40-49
LendInvest	Specialist	5-9	West Bromwich Building Society	Building Soc	10-19
LV=	Lifetime	5-9			



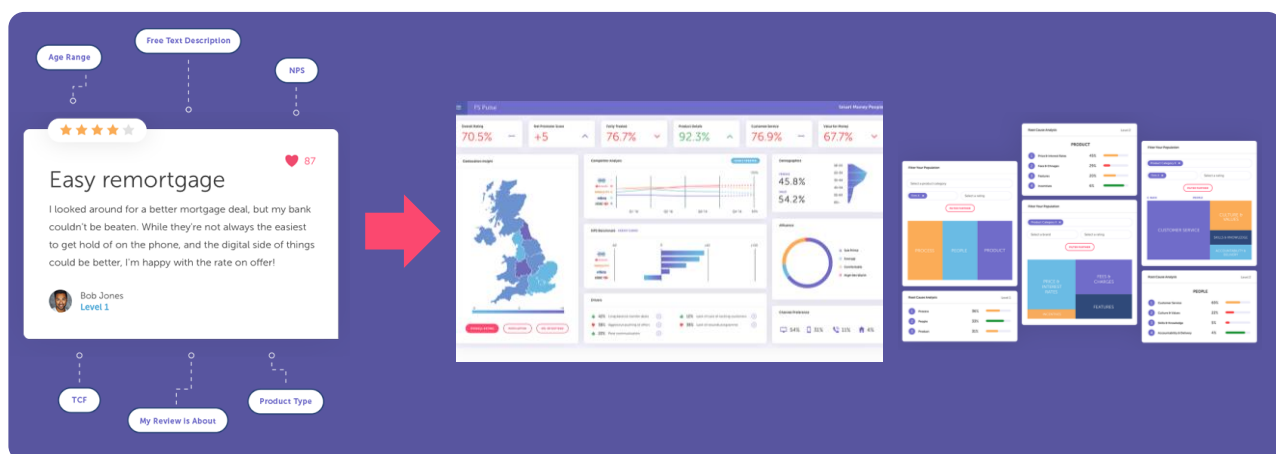
# About Smart Money People

Smart Money People is the UK's review and research platform focused on financial services. We collect unique customer and intermediary insight across thousands of financial firms.

Our dataset spans performance, regulatory and culture data points and is relied upon by a number of financial services firms, including banks, building societies and specialist lenders.

Adjacent is some of the data we capture.

- The strengths and weaknesses of firms and products
- Net Promotor Scores (NPS)
- Customer service ratings
- Value for money ratings
- Whether customers feel fairly treated, and why
- Whether customers understand the product details, and why
- Whether customers feel that their information is safe with firms



Our aim is to help firms better understand their customers, their competitors and the market, in order to build better businesses.

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