Mortgage Lender Benchmark

Summary report

#MLBH124

Foreword
By Jacqueline Dewey

Welcome to the twelfth edition of Smart Money People's Mortgage Lender Benchmark (H1 2024). The outputs provide an in-depth view on what's working well and, perhaps more importantly for lenders and technology partners, what isn't in the intermediary mortgage market from the brokers' perspective.

Between 28 March and 30 April 2024, over 950 brokers shared their feedback on 111 lenders, highlighting and explaining which lenders are performing best, and which have areas for improvement. With change ever present in the market, the research provides invaluable insight into the lender intermediary eco-system, highlighting the strengths and weaknesses as well as focused areas for change or improvement.

The Mortgage Lender Benchmark, alongside access to the detailed broker verbatims, has already delivered proven benefits to many lenders and wider stakeholders. Most notably our detailed lender analysis and heatmaps offer in-depth and unique insight on 58 lenders, responsible for 98% of all mortgage lending (based on the trade association UK Finance's latest analysis of gross lending).

The H1 2024 edition of the Mortgage Lender Benchmark highlights a continued positive trajectory in broker satisfaction levels, building upon the recovery observed in the previous year. This ongoing improvement is largely attributed to lenders' proactive adjustments in response to the shifting dynamics of the UK mortgage market, including adaptations to the volatile interest rate environment and evolving consumer expectations. These efforts have not only maintained but enhanced the support provided to brokers, underscoring a deepening commitment to optimising the lending experience and fostering resilience amidst financial fluctuations.

In this report, we analyse the priorities and preferences of brokers when selecting lenders, aiming to pinpoint the critical factors that influence their decision-making in the current market. This insight helps ensure that lenders are well-aligned with broker needs, enhancing the effectiveness of their partnerships. Continuing the tradition set in our previous editions, we also explore brokers' experiences with CRM systems, affordability assessments, lending criteria, and product sourcing tools.

As the landscape continues to be shaped by ongoing interest rate changes, regulatory adjustments, and a competitive market environment, adaptability remains crucial for lenders. With brokers a mainstay for consumers to understand the market and get competitive deals, it's vital for lenders to maintain visibility and attractiveness to all stakeholders involved. This edition includes an in-depth analysis of brokers' business outlooks for the upcoming year, contrasting their perspectives with those from 2023. We explore various market trends observed since the start of the year, assessing how these have influenced broker operations and client interactions.

By maintaining a pulse on these key areas, the Mortgage Lender Benchmark report for H1 2024 serves as an essential resource for understanding how effective partnerships between lenders and brokers can lead to enhanced outcomes for all parties involved, particularly in a landscape that demands constant innovation and adaptability. This approach not only supports brokers but ultimately benefits consumers navigating the complex mortgage market.

Brokers continue to be honest and transparent in their feedback both on their current experiences and what they want to see in the future. We'll continue to track these trends in our next edition, due to be published in December 2024.

Jacqueline Dewey
CEO at Smart Money People

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Executive summary

The twelfth edition of the Mortgage Lender Benchmark shows increased market activity for brokers across a wider spread of lenders with increased levels of satisfaction for the products and services available, even out-performing the high satisfaction levels from H1 2023 after following the slightly dip seen at the end of last year.

Overall satisfaction with mortgage lenders is up **0.8%** points to **83.7%**, the highest average rating recorded by Smart Money People's Mortgage Lender Benchmark report. Net Promoter Score (NPS), a key measure of loyalty, saw lenders range between **-83.6** and **+84.4**. The average score for the market was **+38.7**, up **6.5** points on the previous report. This was despite a larger range of scores, with the lowest NPS **56.9** points lower than in H2 2023. However, we're seeing fewer lenders at the extreme ends of the scale as only seven of the featured lenders scored below 0 compared to 13 previously.

Being recommended by intermediaries matters, particularly in a competitive market, and so the Benchmark looks to help lenders understand what's really driving their decisions and how favourably (or not) they see certain areas of service. 953 brokers from 525 companies across the UK helped us answer these questions by providing their opinion on their experiences of 111 different lenders, covering **98%** of the UK lending market (based on the trade association UK Finance's latest analysis of gross lending).

Building societies continue to lead the market, maintaining the highest broker satisfaction rates particularly in customer service and systems. However, lifetime lenders were only **0.2** points behind building societies and managed to outscore them for NPS, with lifetime lenders having continued to improve over the last two years. Banks saw muted increases in satisfaction levels, and like the specialist lenders had drops in their communication, online tools and systems levels. Speed and ease of criteria were the only areas to see an improvement on their H2 2023 scores in all four sectors.

Across the market, affordability and ease of criteria remain the most satisfying aspects across sectors, while BDMs and speed showed improvements in the last six months. However, these positive movements didn't translate to all areas as communication and online tools and systems remained level in terms of satisfaction for broker.

As with each edition of the Mortgage Lender Benchmark, we wanted to understand brokers' view of the industry in general, and not just specific lenders.

The overall broker satisfaction with mortgage lenders increased by **0.8%** to **83.7%** in H1 2024
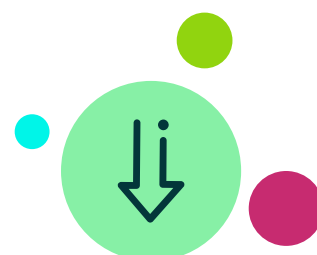
The NPS for lenders increased by **6.5 points**

Lifetime lenders have seen a **1.9%** uplift in their overall satisfaction

Executive summary

This report provides an examination of brokers' business expectations for the upcoming year, comparing their current sentiments with those from 2023. It investigates a range of market trends that have emerged early in the year, evaluating their impact on broker activities and the interactions with their clients. See the full report for more information.

The research also delved into the role of technology by asking brokers to share their experience of CRM, affordability, criteria sourcing and product sourcing providers. Accuracy remains a crucial concern as brokers often regard these tools merely as preliminary guides rather than reliable sources. This mistrust stems from the databases being frequently outdated or incomplete. As long as this issue persists, the technology will fall short of meeting advisors' needs. To truly support broker effectiveness, continual updates and verifications of data are essential to ensure that these tools are both current and comprehensive. This is also shown in brokers' perceptions of these products innovating and moving with advisor need. Products score very highly for ease of use which results in high overall satisfaction, an average of **82.1%** across all areas, down **0.5%-**points on H2 2023. The full report covers the role of these technology providers in more detail.

The findings from Smart Money People's Mortgage Lender Benchmark Report for H1 2024 mirror the current dynamics and daily challenges faced by lenders, brokers, and borrowers alike. Brokers rely on dependable relationships with lenders, especially as product offerings and rates frequently shift, prompting borrowers to seek out brokers for assurances that they're securing the best deals. Amid these fluctuations, the need for enhanced lender technologies and adaptable processes is clear, with speed and effective communication emerging as critical factors for consumer satisfaction. Smart Money People will continue to track and analyse these themes in the future editions of the Mortgage Lender Benchmark.

About the
Mortgage Lender Benchmark

Smart Money People's Mortgage Lender Benchmark (H1 2024) is an independent research study conducted every six months. It's formed of three core insight elements: **market, lender specific** and **technology provider.**

The market insight provides a series of league tables across the main lender types – banks, building societies, specialist, lifetime and buy to let lenders – ranking lenders' performance by overall broker satisfaction. In each edition, we also ask topical questions about broker's views on the market.

The lender specific insight benchmarks broker views on the last five lenders they've tried to place cases with. It covers key case characteristics as well as an assessment of key sales process elements such as speed to process, eligibility and communication.

We also ask brokers what they like about each lender and what they could do better, particularly focusing on the lender systems. This is summarised in a series of detailed individual lender analyses as well as comparative heat maps and brand personality analysis by lender type.

The third part of the Benchmark looks at the technology and systems used by mortgage brokers, their views on what they like and what improvements would make their jobs easier.

The three elements combined provide a comprehensive view of the mortgage market from a broker's perspective, and helps lenders, technology providers, regulators, investors and other interested parties better understand the service and proposition offered by UK lenders.

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

20 themes that matter most to intermediaries

4,490 pieces of in-depth qualitive and quantitative feedback

98% of mortgage lending in the UK represented

About the
Mortgage Lender Benchmark

Firm size	% responses
> 40 intermediaries	13.5
20 to 40 intermediaries	7.4
5 to 19 intermediaries	30.8
< 5 intermediaries	48.3

Region	% responses
South East	13.4
London	34.8
North West	8.2
East of England	11.2
South West	7.2
Yorkshire & Humber	5.9
West Midlands	6.0
East Midlands	2.9
North East	4.3
Scotland	2.9
Wales	3.1
Northern Ireland	0.2

Sample population

- 953 brokers shared feedback on the last 5 lenders they've dealt with
- 4,490 pieces of in-depth qualitative and quantitative analysis
- 20 themes that matter most to intermediaries
- Feedback about 111 UK lenders (a full list can be found on pages 43 - 47)
- Feedback covers 98% of mortgage lending in the UK

Broker overview

- We received feedback from 525 firms
- Firms ranged in size from independent intermediaries to the largest intermediary firms in the UK
- 41% of brokers are directly authorized, 59% are appointed representatives

Unlock
our insight

The lock icon signifies premium content. To access this valuable information, you can purchase our full report for £1,400. **This includes:**

- Full league table data segmented by sector and case type
- Detailed lender analyses and heatmaps covering 58 lenders
- In-depth analysis of the key themes mattering most to brokers
- Brand analysis for 58 lenders featuring in the report
- Technology provider analysis and league tables

For more detailed internal analysis, you can also purchase the complete verbatim feedback for all lenders.

Discover the full report:
✉ sales@smartmoneypeople.com
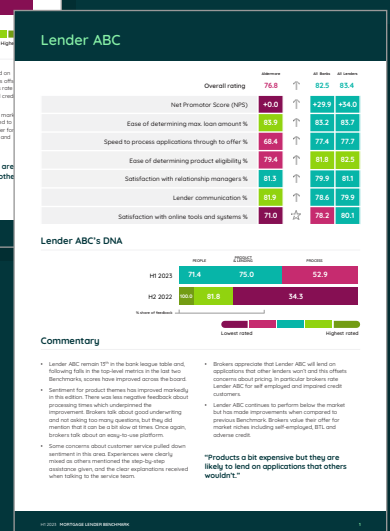
Banks
League table

The core 19 banking lenders continue to appear in the bank league table for H1 2024, all featuring in each of the last six editions of the Mortgage Lender Benchmark and receiving over 2,300 reviews between them. Two re-entries for H1 2024, seeing the return of Allica Bank and Hodge Bank after they failed to receive enough reviews in H2 2023 to meet the minimum threshold.

Despite their satisfaction level falling, Atom Bank retain their spot as brokers' favourite bank for the second time, and also remain top for ▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊. Halifax, who secured the top position for 9 of the last 11 editions ▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊.

▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊▊ were the biggest improvers for H1 2024, each up **8%-**points. Metro Bank fell ▊▊▊▊▊▊▊▊▊▊▊ but maintained positive satisfaction levels for ▊▊▊▊▊▊▊▊.

Platform rated worst for satisfaction of the banking lenders, and of all lenders featured in the Mortgage Lender Benchmark for H2 2023, scoring **23%-**points lower than their competitors. Despite improvements, ▊▊▊▊▊▊▊ ▊▊▊▊▊▊▊▊▊ remain in the bottom three.

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Aldermore								
Allica Bank								
Atom Bank								
Bank of Ireland								
Barclays								
BM Solutions								

TABLE CONTINUES ON THE NEXT PAGE →

↑ Overall rating increased   ☆ New or returning entrant

↓ Overall rating decreased   — +/- 1% change H2 2023

Lowest rated ▮▮▮▮▮ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Banks
League table

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Clydesdale Bank	00.0							
Halifax	00.0							
Hodge Bank	00.0							
HSBC	00.0							
Kent Reliance	00.0							
Metro Bank	00.0							
NatWest	00.0							
Paragon Bank	00.0							
Platform	00.0							
Precise Mortgages	00.0							
Santander	00.0							

↑ Overall rating increased   ☆ New or returning entrant

↓ Overall rating decreased   — +/- 1% change H2 2023

Lowest rated   Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Banks
League table

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Scottish Widows								
Shawbrook Bank								
TSB								
Virgin Money								

↑ Overall rating increased   ☆ New or returning entrant

↓ Overall rating decreased   — +/- 1% change H2 2023

Lowest rated ━━━━━━━━━━ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Building societies
League table

There's no change to the building societies featured in the league table for H1 2024. Principality Building Society top the table and were the only Society to have ████████████. This indicates ████████████ and reflects their success in key operational areas such as lending value accessibility and the efficiency of their application process.

Another notable performer, ████████████, demonstrates exceptional broker satisfaction in relationship management, ████████████, and with Principality Building Society jumped up from the bottom half of the table. This exceptional score highlights the importance of personal relationships and support in the mortgage sector. Conversely, ████████████ presents areas for concern, particularly with its NPS at **-25.0** and the lowest speed in processing applications at **63.8%**.

The sector as a whole saw an increase in its satisfaction ratings across all metrics except the customer service views of BDMs and communication, where the sector is already the highest scoring.

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Accord	██.█							
Coventry Building Society	██.█							
Family Building Society	██.█							
Godiva	██.█							
Leeds Building Society	██.█							
Nationwide	██.█							

↑ Overall rating increased   ☆ New or returning entrant

↓ Overall rating decreased   — +/- 1% change H2 2023

Lowest rated ▬▬▬▬▬ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Building societies
League table

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Newbury Building Society								
Newcastle Building Society								
Nottingham Building Society								
Principality Building Society								
Skipton Building Society								
The Mortgage Works								
West Brom Building Society								

↑ Overall rating increased

↓ Overall rating decreased

☆ New or returning entrant

— +/- 1% change H2 2023

Lowest rated ▬▬▬▬▬ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Specialist
League table

In the H1 2024 edition of the Mortgage Lender Benchmark, the specialist sector shows notable fluctuations and significant achievements in certain areas, but remains the lowest sector for satisfaction. Generation Home, West One Loans, Keystone are all re-entrants, MPowered is a newly featured lender, and LendInvest fall out of the league table.

Pepper Money leads the pack with an exceptional overall satisfaction rating of **95.7%**, highest of all lenders shown in this edition, and the highest Net Promoter Score (NPS) of **+82.1** within the sector. Their performance is marked by impressive scores across all key metrics, scoring above **90%** in each.

Meanwhile, other lenders like ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ also demonstrate strong performance, with overall satisfaction ratings above **87%**. Together with ▓▓▓▓▓▓▓▓▓▓▓▓▓▓, these lenders have made significant strides, contributing to the overall uplift in the sector's performance compared to the previous edition. Despite these high points, the sector still faces challenges, particularly at the lower end of the spectrum with lenders like ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ showing considerable room for improvement, especially in areas like speed and systems.

The upward trends in key operational metrics across successive editions suggest a sector responding positively to broker needs and market demands, albeit with disparities in performance across different lenders.

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Bluestone								
Fleet Mortgages								
Foundation Home Loans								
Generation Home								
Interbay								

↑ Overall rating increased
↓ Overall rating decreased
☆ New or returning entrant
— +/- 1% change H2 2023

Lowest rated ▬▬▬▬▬ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Specialist
League table

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Kensington Mortgages	00.0							
Keystone	00.0							
Landbay	00.0							
LiveMore Capital	00.0							
MPowered	00.0							
Pepper Money	00.0							
The Mortgage Lender	00.0							
Together	00.0							
Vida Homeloans	00.0							
West One Loans	00.0							

↑ Overall rating increased ☆ New or returning entrant
↓ Overall rating decreased — +/- 1% change H2 2023

Lowest rated ▬▬▬▬▬ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Lifetime
League table

The lifetime sector continues its trajectory of improvement, showcasing significant gains in broker satisfaction and overall performance to only just miss out on the highest rated sector by **0.2%-**points. With Responsible Lending new to feature and LV= a re-entrant, the sector increased is share of the reviews more than two-fold for this edition.

Pure Retirement leads this sector with a remarkable overall satisfaction rating of **93%** and the highest Net Promoter Score (NPS) at **+84.8**, reflecting exceptional broker confidence and robust service delivery. ▓▓▓▓▓▓▓▓▓ ▓▓ shows strong results with an **89.2%** overall satisfaction rating and an NPS of **+61.5**. This lender, alongside ▓▓▓▓▓▓▓▓▓, demonstrates a solid performance in both operational efficiency and broker engagement, with satisfaction scores consistently above **80%** across various service dimensions. ▓▓▓▓▓▓▓ middling NPS of **+50.0**, performs well in sub-metrics and climbs from last to third.

Overall, the lifetime sector has seen a remarkable improvement in its NPS, jumping to **+53.2** in H1 2024 from **+34.5** in H2 2023, signalling a strong upward trend in broker recommendations. This sector's consistent enhancement in ease and speed of processes, alongside effective communication and robust online systems, underscores its commitment to addressing broker needs and is a testament to its adaptive strategies and focus on delivering quality service amid evolving market demands.

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Aviva		░░░░						
Canada Life		░░░░						
Just		░░░░						
L&G		░░░░						
LV=		░░░░						

↑ Overall rating increased ☆ New or returning entrant

↓ Overall rating decreased — +/- 1% change H2 2023

Lowest rated ▐▬▬▬▬▬▬▬▬▬▐ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Lifetime
League table

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
More2Life	00.0							
Pure Retirement	00.0							
Responsible Lending	00.0							
Standard Life Home Finance	00.0							

↑ Overall rating increased

↓ Overall rating decreased

☆ New or returning entrant

— +/- 1% change H2 2023

Lowest rated ▬▬▬▬▬ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Buy to Let
League table

The buy-to-let league table looks specifically at those reviews which were of experiences for cases that involved buy-to-let mortgages. Feedback for buy-to-let applications made up **15.5%** of all lender reviews received in H1 2024, down **5.7%-**points on H2 2023.

[REDACTED] with an impressive overall rating of **92.0%** excelling in customer satisfaction, particularly in relationship management where they [REDACTED]. Their high performance across all operational metrics, including the speed of the full process application and ease of finding lending value, underscores their effective service delivery. [REDACTED], with overall satisfaction ratings of [REDACTED] [REDACTED]. Both lenders show strong results in the speed of processing applications and ease of finding lending value, which are crucial for buy-to-let investors. [REDACTED] has the highest NPS at **+69.7**

On the lower end of the spectrum, [REDACTED] show room for improvement, with overall satisfaction ratings significantly lower than the segment leaders. The average satisfaction for this buy-to-let segment shows notable variations, with standout performers significantly boosting the sector's profile, while those at the lower end highlight critical areas for development, particularly in process efficiency and communication. This view serves to spotlight the diverse capabilities within the buy-to-let lending market and the varying levels of service that brokers can expect.

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Accord	██.█							
Aldermore	██.█							
Barclays	██.█							
BM Solutions	██.█							
Fleet Mortgages	██.█							

TABLE CONTINUES ON THE NEXT PAGE →

↑ Overall rating increased   ☆ New or returning entrant

↓ Overall rating decreased   — +/- 1% change H2 2023

Lowest rated   Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

H1 2024 MORTGAGE LENDER BENCHMARK   18

Buy to Let
League table

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Godiva								
Interbay								
Kent Reliance								
Keystone								
Landbay								
Leeds Building Society								
NatWest								
Paragon Bank								
Precise Mortgages								
Santander								
Shawbrook Bank								

↑ Overall rating increased   ☆ New or returning entrant

↓ Overall rating decreased   — +/- 1% change H2 2023

Lowest rated   Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Buy to Let
League table

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
The Mortgage Lender								
The Mortgage Works								
Virgin Money								

↑ Overall rating increased   ☆ New or returning entrant

↓ Overall rating decreased   — +/- 1% change H2 2023

Lowest rated   Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Over £4 billion
League table

We analysed the performance of the 12 lenders that have gross lending values exceeding £4bn, based on UK Finance's latest data. This overview includes a combined assessment of brands within these financial businesses, revealing notable trends and shifts in the marketplace.

██████████████████ leads the pack with an overall broker satisfaction rating of **90.1%** and an NPS of **+63.8**, ██ remains close behind with an **89.4%** satisfaction rating. The continued strong performance of building societies such as ████████████ ████████ their consistent ability to maintain high levels of service and operational efficiency, securing top positions in the rankings.

Key metrics such as the speed of the full process application showcase ████████████████████████, each scoring over **85%**. On the other hand, ██████████████████████ display areas for improvement, particularly in communication and online systems.

This year's analysis underscores the enduring strength of building societies in delivering excellent service, which continues to earn substantial broker approval across the sector.

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Barclays	██.█							
Coventry Building Society	██.█							
HSBC Bank	██.█							
Leeds Building Society	██.█							
Lloyds Banking Group	██.█							

↑ Overall rating increased   ☆ New or returning entrant

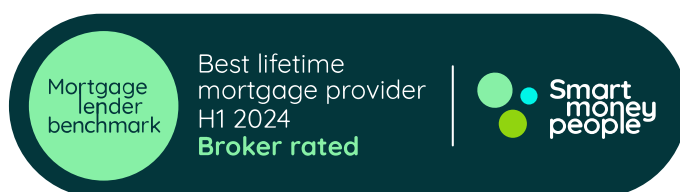↓ Overall rating decreased   — +/- 1% change H2 2023

Lowest rated   Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Over £4 billion
League table

	Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
Nationwide Building Society								
NatWest Group								
Santander UK								
Skipton Building Society								
TSB Bank								
Virgin Money Plc								
Yorkshire Building Society								

↑ Overall rating increased

↓ Overall rating decreased

☆ New or returning entrant

— +/- 1% change H2 2023

Lowest rated   Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Who are the best lenders out there?

We believe it's important to recognise the lenders who are doing a great job, and our badges are an easy way for brokers to identify which lenders are doing just that.

The lenders in our table have received the highest rated feedback across the themes that matter most to brokers, as well as recognising who is performing well within their sector.

Mortgage lender benchmark

Best lifetime mortgage provider
H1 2024
Broker rated

Smart money people

Best bank	→	Atom Bank
Best building society lender	→	Principality Building Society
Best buy to let lender	→	Interbay
Best lifetime mortgage provider	→	Pure Retirement
Best specialist lender	→	Pepper Money
Great for lending criteria	→	
Great for underwriting	→	
Great for online systems	→	
Great for speed to offer	→	
Great for communication	→	
Great for relationship management	→	

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Sector insight
Top level

Over the past six months, the UK mortgage industry has continued to navigate a complex and dynamic environment. Lenders have demonstrated resilience and commitment to maintaining high service standards despite challenges and competition. This persistence is evident in the broker feedback for H1 2024, which reflects a steady market with sub-metrics showing minimal variation. Overall satisfaction is at **83.7%**, an improvement of **0.8%-**points and the highest overall broker satisfaction level we have measured as part of the Mortgage Lender Benchmark to-date.

Building societies have once again proven to be the powerhouse of the industry, maintaining their lead as the highest-rated sector in terms of broker satisfaction and excelling particularly in customer service. In contrast, specialist lenders, who had previously shown significant improvement, have seen a slight downturn, with average scores falling below **80%**. The lifetime sector, however, stands out with notable gains, improving its overall satisfaction rating by **1.9%** to **85.5%** and NPS by a remarkable **18.7** points to **+53.2**, positioning it as a strong contender in the industry.

As for areas of specific attention, ease in finding lending value and processing speed continue to be critical for lender performance. Customer service remains a pivotal area, with a focus on relationship management with business development managers (BDMs) and effective communication. Online tools and systems, along with communication, has shown little change at a market level over the last six months. Speed in processing, however, persists as a significant pain point across the sectors, underscoring the need for continued enhancements in operational efficiencies.

Amid these trends, the UK mortgage market faces broader economic pressures, including fluctuating interest rates and regulatory changes, which require agile responses from lenders to adapt their products and services. The ability of lenders to integrate technology and streamline application processes will be crucial in sustaining competitiveness and meeting the evolving needs of brokers and borrowers alike. This dynamic landscape presents both challenges and opportunities for growth, as lenders strive to balance innovation with reliability and service excellence.

			Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
1	All lenders	H1 2024								
		H2 2023								
2	Bank	H1 2024								
		H2 2023								

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

H2 2023 figure for reference	Decrease of 3% or more	No change more than 3%	Increase of 3% or more

Sector insight
Top level

			Overall rating (%)	Net Promoter Score	Ease of determining max. loan amount (%)	Speed to process app. through to offer (%)	Ease of determining product eligibility (%)	Satisfaction with relationship managers (%)	Communication (%)	Online tools and systems (%)
3	Building society	H1 2024								
		H2 2023								
4	Lifetime	H1 2024								
		H2 2023								
5	Specialist	H1 2024								
		H2 2023								

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Sector insight
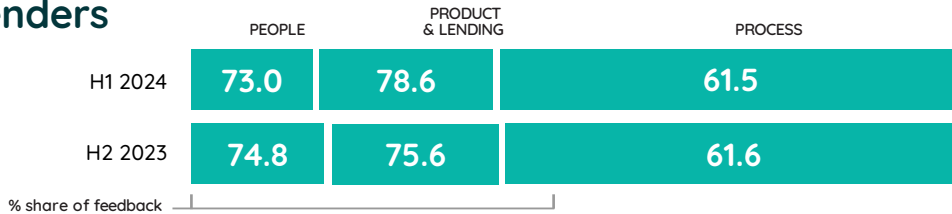
How do lender types differ?

Broker sentiment of feedback received across our three key areas is in-line with H2 2023 as a view of the feedback received across all lenders. For the second edition running, a small shift was seen towards comments relating to lender process, primarily seen for banks, whilst people themes saw its share drop 1.5% points.

Building societies have sustained their lead in market innovation, continuing to introduce cutting-edge products and competitive rate reductions. Customer service quality remains consistent with brokers, particularly noting enhanced interactions with BDMs. Banks have achieved the most notable surge in positive feedback across process-

related themes, underscoring a shift in ease, speed and communication.

Despite muted improvement in overall satisfaction, specialist lenders still maintain a high approval rating in people themes. They consistently score above 80%, highlighting their strong relational strategies and commitment to broker relations. The decreased positivity for their processes, driven by "slow, pedantic" underwriting, was mirrored by increases in sentiment for product and lending brought by their broad criteria and good pricing. Lifetime lenders have adjusted their focus, valuing customer service highly, but a lack of competitiveness and poor communication has seen sentiment fall.

All lenders
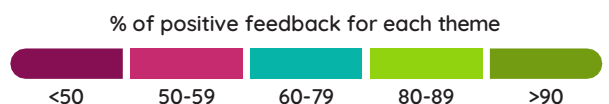
	PEOPLE	PRODUCT & LENDING	PROCESS
H1 2024	73.0	78.6	61.5
H2 2023	74.8	75.6	61.6

% share of feedback

Banks

H1 2024	66.0	78.2	59.4
H2 2023	69.9	73.8	57.7

+ Criteria
+ Ease
- Online systems
- Underwriting

Building societies

H1 2024	81.2	83.0	67.6
H2 2023	83.9	81.6	68.6

+ Product range
+ Criteria
- Underwriting
- Speed

Specialist lenders

H1 2024	80.5	77.6	52.0
H2 2023	80.4	64.9	58.1

+ BDMs
+ Criteria
- Underwriting
- Speed

Lifetime lenders

H1 2024	78.2	70.0	62.7
H2 2023	73.5	76.8	65.1

+ BDMs
+ Product range
- Rates
- Communication

% of positive feedback for each theme

<50	50-59	60-79	80-89	>90

Can't see your results?

For H1 2024 we captured feedback on 111 different UK lenders. If your company doesn't feature in our league tables and lender analysis, we'll likely still have feedback about you, just not enough to meet our threshold.

However, our insight capabilities means we can work with you to create your own survey to your broker list, and combine with the results from our full H1 2024 report. You'll still benefit from our benchmarking expertise, and receive actionable insights tailored to your firm.

Collect
We'll design an individual survey for you to share with your brokers

Benchmark
We'll compare your results against our wider Mortgage Lender Benchmark

Learn
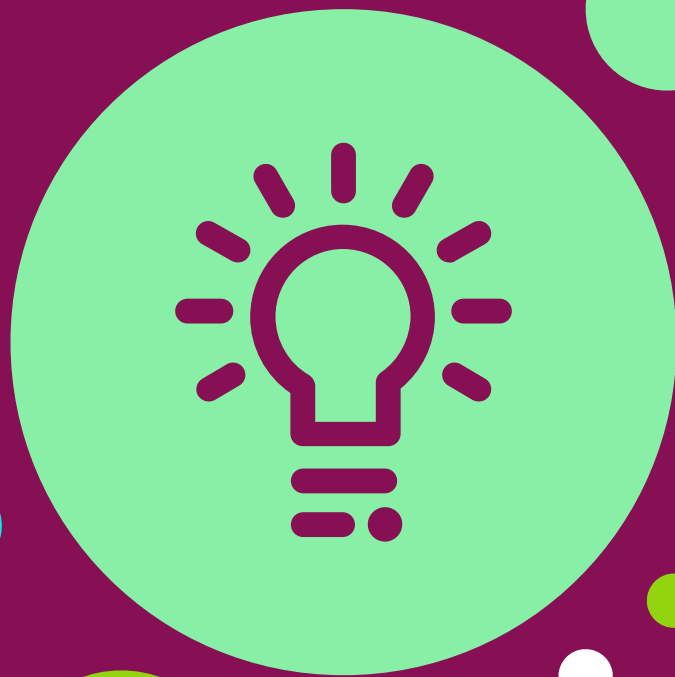You'll gain actionable insights with a tailored report and face to face briefing

Discover how the power of insight can benefit your business with Smart Money People
sales@smartmoneypeople.com

Mortgage Lender Benchmark

Broker technology providers

CRM
League table

We asked brokers to tell us which CRM provider they use. They also left a series of ratings across key themes, and told us what they liked and/or what could be improved from these providers. CRM systems are vital for brokers as they integrate various functions of the mortgage process, from client management to data handling and communications. Effective CRM systems can drastically enhance brokers' efficiency, allowing for better client service and streamlined operations. The innovation score, particularly high for ▓▓▓▓▓▓▓▓▓▓▓▓, suggests that brokers value CRMs that adapt and evolve with their changing needs, highlighting the importance of continuous improvement in these technologies.

▓▓▓▓▓▓▓▓▓ the league table with an overall rating of ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ ▓▓▓▓▓▓▓▓ and consistently meets broker expectations (**81.1%**), marking it as a top choice for user experience and reliability.

The overall broker satisfaction rating for CRM providers is down **2.4%-**points for H1 2024. CRM providers remain the lowest scored by brokers of all technology product and providers featured in the Mortgage Lender Benchmark.

	Overall rating (%)	Net Promoter Score	Ease of use (%)	Meets expectations (%)	Value for money (%)	Customer support (%)	Innovates and moves with advisor need (%)
360 Dotnet	▓▓.▓	▓	▓	▓	▓	▓	▓
Acre Software	▓▓.▓	▓	▓	▓	▓	▓	▓
Finova	▓▓.▓	▓	▓	▓	▓	▓	▓
FinPlan	▓▓.▓	▓	▓	▓	▓	▓	▓
Intelligent Office	▓▓.▓	▓	▓	▓	▓	▓	▓
Iress	▓▓.▓	▓	▓	▓	▓	▓	▓

TABLE CONTINUES ON THE NEXT PAGE →

↑ Overall rating increased
↓ Overall rating decreased
☆ New entrant
— +/- 1% change H2 2023

Lowest rated ▬▬▬▬▬ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

CRM
League table

	Overall rating (%)	Net Promoter Score	Ease of use (%)	Meets expectations (%)	Value for money (%)	Customer support (%)	Innovates and moves with advisor need (%)
MIDAS							
One Mortgage System (OMS)							
Openwork							
Smartr365							
The Key							
Toolbox							

↑ Overall rating increased   ☆ New entrant

↓ Overall rating decreased   — +/- 1% change H2 2023

Lowest rated   Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Affordability
League table

We asked brokers to tell us which provider they used for calculating affordability for their clients across multiple lenders. They also left a series of ratings across key themes, and told us what they liked and/or what could be improved from these providers. In the rapidly evolving mortgage industry, affordability systems are indispensable tools for brokers, enabling them to facilitate efficient and effective mortgage processes. These systems play a pivotal role in ensuring that assessments of borrowers' affordability are accurate and compliant with regulatory standards, which is critical in securing appropriate mortgage solutions.

Satisfaction with all affordability tool providers is up **0.3%-**points to **82.0%** in H1 2024. ▓▓▓▓▓▓▓▓ ▓▓ the highest overall rating at **86.8%** and a robust NPS of **+39.8**, suggesting high user satisfaction and reliability in service. Notably, ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓, shows room for improvement in customer support and innovation, reflecting broader challenges in the sector that could impact service delivery.

	Overall rating (%)	Net Promoter Score	Ease of use (%)	Meets expectations (%)	Value for money (%)	Customer support (%)	Innovates and moves with advisor need (%)
Affordability Hub	▓▓.▓						
BrokerSense	▓▓.▓						
MBT Affordability	▓▓.▓						
Mortgage Brain	▓▓.▓						
SmartrFit	▓▓.▓						
Twenty7Tec	▓▓.▓						

↑ Overall rating increased

↓ Overall rating decreased

☆ New entrant

— +/- 1% change H2 2023

Lowest rated ◖━━━━━━━━◗ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Criteria sourcing
League table

We asked brokers to tell us which provider they used for criteria sourcing. They also left a series of rating across key themes, and told us what they liked and/or what could be improved from these providers. Criteria sourcing tools are essential for brokers, helping them navigate complex lending environments by efficiently matching client needs with lender criteria. These tools play a crucial role in the brokerage ecosystem by enhancing the accuracy and speed of loan sourcing, which is pivotal for maintaining effective client services in a competitive market.

Criteria sourcing providers continue to be the highest scoring tech providers across the tables and are up **1.0%-**points for satisfaction but is down on NPS. ████████████████████ lead the pack, both scoring high on overall satisfaction and NPS. ███████████, with an overall rating of **88.5%**, excels in ease of use and consistently meets broker expectations whilst ██████████ follows closely with an overall rating of **88.1%** and the highest NPS of **+46.2**, and is noted for its outstanding value for money and customer support.

	Overall rating (%)	Net Promoter Score	Ease of use (%)	Meets expectations (%)	Value for money (%)	Customer support (%)	Innovates and moves with advisor need (%)
Air Sourcing*							
Criteria Hub							
Iress*							
Knowledge Bank							
L&G Ignite							

*Both Air Sourcing and Iress' criteria capabilities are provided by Knowledge Bank technology. Prior to H1 2024 Air Sourcing's results were combined with Knowledge Bank for this table.

↑ Overall rating increased ☆ New entrant
↓ Overall rating decreased — +/- 1% change H2 2023

Lowest rated ▬▬▬▬▬ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Criteria sourcing
League table

	Overall rating (%)	Net Promoter Score	Ease of use (%)	Meets expectations (%)	Value for money (%)	Customer support (%)	Innovates and moves with advisor need (%)
Mortgage Brain							
SmartrCriteria							
Twenty7Tec							

↑ Overall rating increased

↓ Overall rating decreased

☆ New entrant

— +/- 1% change H2 2023

Lowest rated   Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

Product sourcing
League table

We asked brokers to tell us which provider they used for product sourcing. They also left a series of ratings across key themes, and told us what they liked and/or what could be improved. Product sourcing tools are indispensable for brokers, enabling them to navigate the complex landscape of mortgage products efficiently. These tools streamline the matching process between client needs and the vast array of available mortgage products, thereby enhancing the broker's ability to provide tailored solutions swiftly.

Overall, scores for the sector remain level (**±1%-**point) vs. H2 2023. ▒▒▒▒▒▒▒▒▒▒▒ the highest rated product sourcing provider across all our key tech provider satisfaction ratings, and has the ▒▒▒▒▒▒▒ ▒▒▒▒▒▒▒▒▒▒ across all tech providers showcasing its robust user satisfaction. ▒▒▒▒▒▒ also performs commendably with an overall rating of ▒▒▒▒▒▒▒▒▒▒▒▒▒▒▒, noted for its ease of use and meeting expectations, making it a reliable choice for brokers seeking efficient and responsive sourcing solutions.

	Overall rating (%)	Net Promoter Score	Ease of use (%)	Meets expectations (%)	Value for money (%)	Customer support (%)	Innovates and moves with advisor need (%)
Air Sourcing	▒▒	▒▒	▒▒	▒▒	▒▒	▒▒	▒▒
Iress	▒▒	▒▒	▒▒	▒▒	▒▒	▒▒	▒▒
MIDAS	▒▒	▒▒	▒▒	▒▒	▒▒	▒▒	▒▒
Mortgage Brain	▒▒	▒▒	▒▒	▒▒	▒▒	▒▒	▒▒
Twenty7Tec	▒▒	▒▒	▒▒	▒▒	▒▒	▒▒	▒▒

↑ Overall rating increased

↓ Overall rating decreased

☆ New entrant

— +/- 1% change H2 2023

Lowest rated ■■■■■ Highest rated

Please note, the overall rating (%) is a standalone rating and does not combine the various ratings left by brokers.

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Need any help with your Consumer Duty evidencing requirements?

As the UK's most comprehensive financial services review site, Smart Money People can help your company to evidence good customer outcomes for Consumer Duty.

We offer the ability to ask your customers key questions about their experience with you. We focus on the key elements of Consumer Duty, so you can track and record against outcomes using an independent data source.

Plus, we also have historical data on the UK financial services market for whether customers felt fairly treated, whether they felt they got good value for money, and whether they understood the product details.

With the ability to benchmark, and provide independent insight into your data, Smart Money People is here to help you monitor and track your Consumer Duty requirements.

Discover how we can help with your Consumer Duty requirements

✉ sales@smartmoneypeople.com

Capture your data
Our always-on surveys help you save time by showing how good your customer outcomes are.

See where you rank
We'll help you spot areas to grow by benchmarking your data against your competitors.

Check your data anytime
Access your insights and outputs whenever you need them via our 24/7 dashboard.
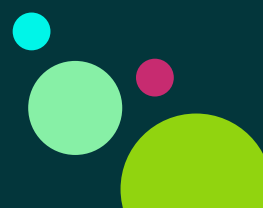
Mortgage Lender Benchmark

Lender analysis & heatmaps

The 58 lenders
in our detailed analysis

Our detailed lender analysis summarises broker feedback and covers key sales process aspects such as speed to process, eligibility and communication. It also looks at what brokers like about each lender and what they could do better.

We've pulled the feedback data together into heatmaps comparing lenders in each sector for key themes.

The 58 lenders included are below:

Banks

Aldermore
Allica Bank
Atom Bank
Bank of Ireland
Barclays
BM Solutions
Clydesdale Bank
Halifax
Hodge Bank
HSBC
Kent Reliance
Metro Bank
NatWest
Paragon Bank
Platform
Precise Mortgages
Santander
Scottish Widows
Shawbrook Bank
TSB
Virgin Money

Building societies

Accord
Coventry Building Society
Family Building Society
Godiva
Leeds Building Society
Nationwide
Newbury Building Society
Newcastle Building Society
Nottingham Building Society
Principality Building Society
Skipton Building Society
The Mortgage Works
West Brom Buiding Society

Specialist lenders

Bluestone
Fleet Mortgages
Foundation Home Loans
Generation Home
Interbay
Kensington Mortgages
Keystone
Landbay
LendInvest
LiveMore Capital
MPowered
Pepper Money
The Mortgage Lender
Together
Vida Homeloans
West One Loans

Lifetime lenders

Aviva	L&G	Pure Retirement
Canada Life	LV=	Responsible Lending
Just	More2Life	Standard Life Home Finance

Lender ABC

	Lender ABC		All Bank	All Lenders
Overall rating	87.2	↑	82.7	83.7
Net Promotor Score (NPS)	+53.9	↑	+35.3	+38.7
Ease of determining max. loan amount %	89.3	↑	84.6	84.9
Speed to process applications through to offer %	82.8	↑	78.6	78.5
Ease of determining product eligibility %	87.0	↑	83.4	83.5
Satisfaction with relationship managers %	77.2	—	81.1	82.1
Lender communication %	80.3	—	79.3	80.3
Satisfaction with online tools and systems %	84.4	↑	78.8	80.4

Lender ABC's DNA

	PEOPLE	PRODUCT & LENDING	PROCESS
H1 2024	58.0	84.2	69.2
H2 2023	48.1	83.7	67.4

% share of feedback

Lowest rated ◄─────► Highest rated

Commentary

- Lender ABC are back to 6th in bank league table and have seen an 11.9 points improvement in NPS. Lender ABC continue to score above the sector and market average in all areas except satisfaction with BDM's.

- Brokers still dislike the removal of allocated BDM's, and some felt the restructure was a 'backward step'. Feedback on the BDM phone line was mixed and it's clearly not meeting everyone's needs.

- Competitive rates and a strong product range continue to attract positive sentiment from brokers. However, their dual pricing attracted some negative feedback. Lender ABC score highly for criteria with brokers noting their flexibility and clarity. Brokers like that Lender ABC will consider a range of incomes, are generous on affordability and will consider adverse credit.

- As with other lenders, ease is a key strength for Lender ABC, and they are seen as being quick to offer with straightforward processes.

- Whilst some brokers praised Lender ABC's common sense and quick efficient underwriting this was not universal. Requests for too much paperwork, irrelevant questions and 'requesting items piecemeal' were common frustrations and underpinned a drop in sentiment.

- Online systems again was the theme to receive the most comments (18.0%), with the majority of brokers positive about Lender ABC's new 'easy to use' system.

- Overall, Lender ABC continue to be seen as a generous and competitive lender, but the lack of BDM support and issues with underwriting are impacting overall broker sentiment.

"Excellent, seamless product transfer process, backed by a very capable IT system. The ability to cancel and rebook the PT is also excellent."

Lender heatmap

Within the Mortgage Lender Benchmark, we ask brokers to 'review your experience with the lender, what did you like and/or what could be better.'

This 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.
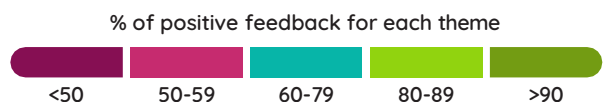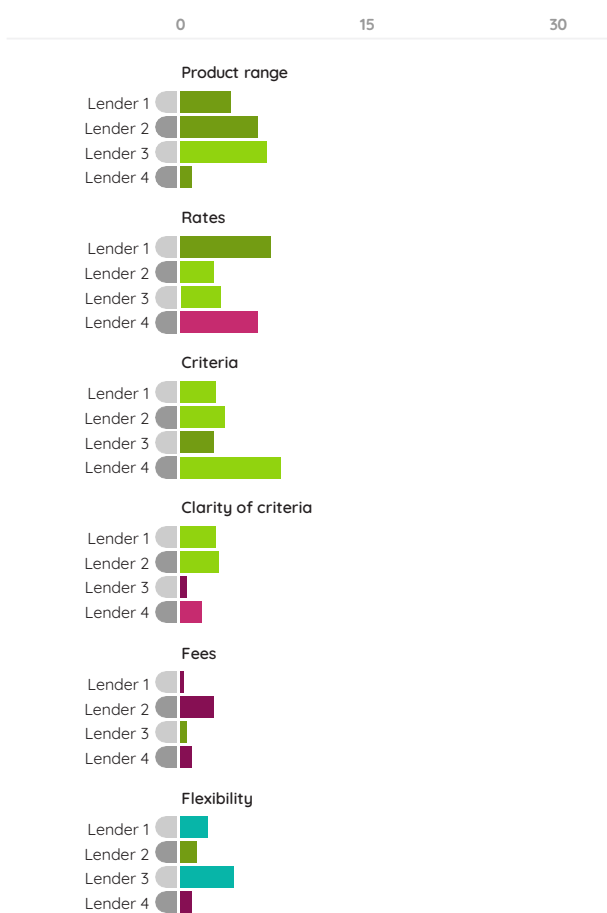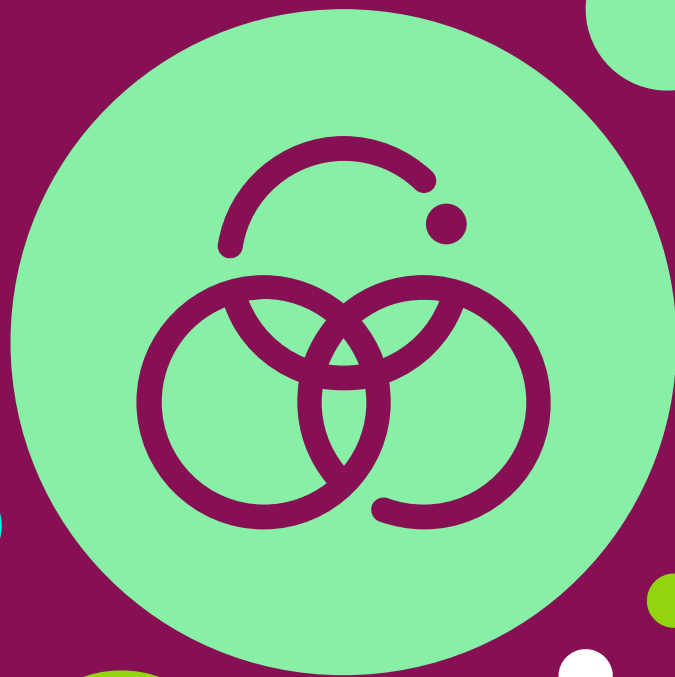
People

Process

Product

% of positive feedback for each theme

| <50 | 50-59 | 60-79 | 80-89 | >90 |
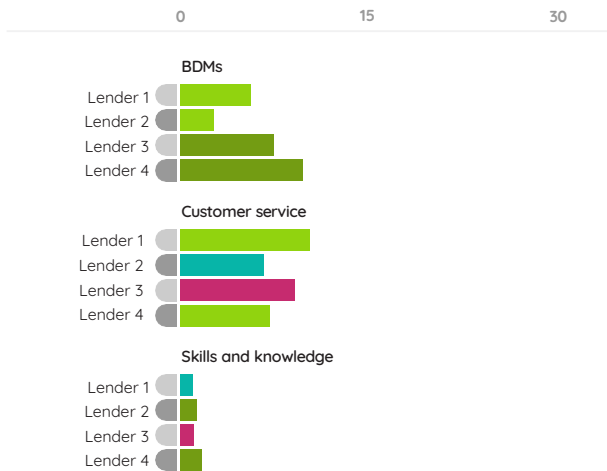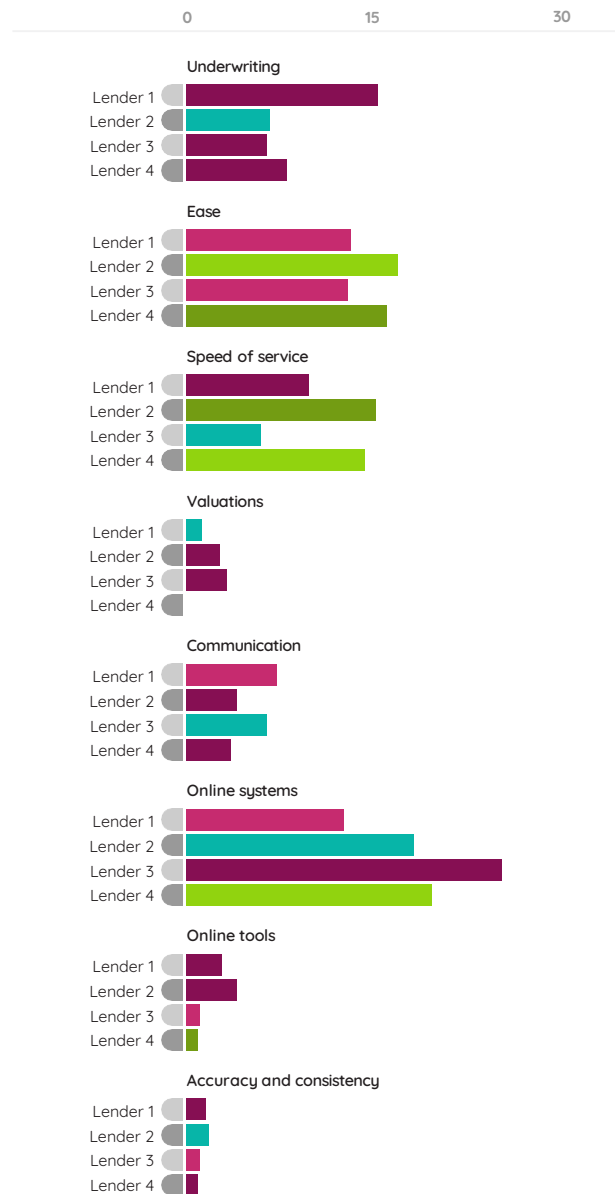
Mortgage Lender Benchmark

Brand analysis

Brand analysis

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

Given your experience, what three words would you use to describe (lender name)

The answers to this question allow us to understand more about how brokers view each lender's brand.

The tables across the following pages show the top 10 words used for each lender and compare them with the top words from our H2 2023 edition, published in December 2023.

Below is a visual representation of all the words used to describe lenders within this edition.

Brand analysis

Sample firms
Page 1 of 1

	Lender 1		Lender 2		Lender 3	
	H1 2024	H2 2023	H1 2024	H2 2023	H1 2024	H2 2023
1	Easy	Easy	Easy	Easy	Quick	Good
2	Quick	Quick	Flexible	Good	Easy	Easy
3	Efficient	Good	Helpful	Quick	Competitive	Quick
4	Reliable	Efficient	Fast	Helpful	Slow	Efficient
5	Fast	Simple	Quick	Flexible	Reliable	Simple
6	Competitive	Competitive	Great	Efficient	Efficient	Clear
7	Helpful	Helpful	Simple	Reliable	Flexible	Slow
8	Simple	Fast	Efficient	Fast	Great	Friendly
9	Flexible	Reliable	Friendly	Competitive	Helpful	Great
10	Great	Slow	Slow	Simple	Simple	Helpful

Lenders included in our study

Lender	Sector	Feedback volume
Accord	Building Society	> 100
Aldermore	Bank	30 - 49
Allica Bank	Bank	10 - 19
Allied Irish Bank	Bank	< 5
Assetz Capital	Specialist	< 5
Atom Bank	Bank	20 - 29
Aviva	Lifetime	50 - 99
Bank of Ireland	Bank	30 - 49
Barclays	Bank	> 100
Bath Building Society	Building Society	5 - 9
Birmingham Bank	Bank	< 5
Bluestone	Specialist	20 - 29
BM Solutions	Bank	> 100
Bridging Ventures	Specialist	< 5
Buckinghamshire Building Society	Building Society	< 5
Cambridge Building Society	Building Society	< 5
Canada Life	Lifetime	30 - 49
CHL	Specialist	5 - 9
Chorley Building Society	Building Society	< 5
Citi Bank	Bank	< 5
Clydesdale Bank	Bank	10 - 19
Coventry Building Society	Building Society	> 100
Danske Bank	Bank	< 5
Darlington Building Society	Building Society	< 5
Devon & Cornwall Securities	Specialist	< 5

Lenders included in our study

Lender	Sector	Feedback volume
Dudley Building Society	Building Society	5 - 9
Ecology Building Society	Building Society	< 5
Equifinance	Specialist	< 5
Family Building Society	Building Society	10 - 19
Fleet Mortgages	Specialist	10 - 19
Foundation Home Loans	Specialist	10 - 19
Furness Building Society	Building Society	< 5
Gatehouse Bank	Bank	< 5
Generation Home	Specialist	10 - 19
Godiva	Building Society	30 - 49
Halifax	Bank	> 100
Hampshire Trust Bank	Bank	5 - 9
Handelsbanken	Bank	< 5
Hanley Building Society	Building Society	< 5
Hinckley & Rugby Building Society	Building Society	< 5
Hodge Bank	Bank	10 - 19
HSBC	Bank	> 100
Interbay	Specialist	10 - 19
Just	Lifetime	20 - 29
Kensington Mortgages	Specialist	30 - 49
Kent Reliance	Bank	30 - 49
Keystone	Specialist	10 - 19
L&G	Lifetime	30 - 49
Landbay	Specialist	10 - 19
Leeds Building Society	Building Society	> 100

Lenders included in our study

Lender	Sector	Feedback volume
Leek Building Society	Building Society	5 - 9
Lendco	Specialist	< 5
LendInvest	Specialist	5 - 9
LiveMore Capital	Specialist	10 - 19
Loughborough Building Society	Building Society	< 5
LV=	Lifetime	30 - 49
Mansfield Building Society	Building Society	5 - 9
Market Financial Solutions	Specialist	< 5
Market Harborough Building Society	Building Society	< 5
Marsden Building Society	Building Society	< 5
Melton Building Society	Building Society	5 - 9
Metro Bank	Bank	30 - 49
Molo Finance	Specialist	< 5
Monmouthshire Building Society	Building Society	< 5
More2Life	Lifetime	50 - 99
MPowered	Specialist	10 - 19
Nationwide	Building Society	> 100
NatWest	Bank	> 100
Newbury Building Society	Building Society	10 - 19
Newcastle Building Society	Building Society	30 - 49
Nottingham Building Society	Building Society	10 - 19
Octopus	Specialist	< 5
Paragon Bank	Bank	30 - 49
Penrith Building Society	Building Society	< 5
Pepper Money	Specialist	20 - 29

Lenders included in our study

Lender	Sector	Feedback volume
Platform	Bank	50 - 99
Precise Mortgages	Bank	50 - 99
Principality Building Society	Building Society	30 - 49
Progressive Building Society	Building Society	< 5
Pure Retirement	Lifetime	30 - 49
Quantum Mortgages	Specialist	5 - 9
Redwood Bank	Bank	< 5
Responsible Lending	Lifetime	10 - 19
Rosalite	Specialist	< 5
Saffron Building Society	Building Society	< 5
Santander	Bank	> 100
Scottish Building Society	Building Society	< 5
Scottish Widows	Bank	10 - 19
Selina Finance	Specialist	< 5
Shawbrook Bank	Bank	20 - 29
Skipton Building Society	Building Society	> 100
Standard Chartered	Specialist	< 5
Standard Life Home Finance	Lifetime	50 - 99
Step One Finance	Specialist	< 5
Suffolk Building Society	Building Society	< 5
Sun Life	Lifetime	< 5
Tandem	Bank	5 - 9
Teachers Building Society	Building Society	< 5
The Mortgage Lender	Specialist	20 - 29
The Mortgage Works	Building Society	> 100

Lenders included in our study

Lender	Sector	Feedback volume
Tipton Building Society	Building Society	5 - 9
Together	Specialist	20 - 29
TSB	Bank	50 - 99
UK Agricultural Finance	Specialist	< 5
United Trust Bank	Bank	5 - 9
Vernon Building Society	Building Society	< 5
Vida Homeloans	Specialist	10 - 19
Virgin Money	Bank	> 100
West Brom Building Society	Building Society	20 - 29
West One Loans	Specialist	10 - 19
Zephyr Homeloans	Specialist	< 5

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*Smart Money People research, October 2022

There's money.
And then there's
Smart Money People.

As the UK's most comprehensive financial services review site, Smart Money People helps people and financial companies to create better outcomes. We share the collective wisdom and experiences of consumers to provide insights and ideas that will help shape the future of finance. Since 2014 we've collected 1.9million impartial reviews (and counting).

Smart Money People is different from other review sites. We focus solely on financial services, capturing unbiased reviews and research feedback from both customers and intermediaries. This data allows us to evaluate their total financial experience, from brand NPS or satisfaction through to the most important product features.

We also use this data to define industry and sector benchmarks for customer service and communications effectiveness, as well as measure how successfully a business is performing against competitors or regulatory regimes, such as treating customers fairly or consumer duty.

Smart Money People also run the British bank awards, Insurance choice awards and the Consumer credit awards each year, alongside releasing reports throughout the year using our customer insight, including our Mortgage Lender Benchmark.

Ultimately, our goal is to help businesses make better business decisions and collectively, for everyone to make better financial decisions and choices.

Discover how the power of community insight can benefit your business with Smart Money People

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Registered Office: Ebbisham House, 30 Church Street, Epsom,
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