



Mortgage Lender Benchmark

THIRTEENTH EDITION: H2 2024



Foreword

By Jacqueline Dewey

Welcome to the thirteenth edition of Smart Money People's Mortgage Lender Benchmark (H2 2024). This report provides 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 3 October and 29 October 2024, 987 brokers shared their feedback on 116 lenders, highlighting which lenders are excelling and which have areas for improvement. Amid the ever-changing market landscape, this research offers invaluable insights into the lender-intermediary ecosystem, shining a light on both strengths and weaknesses, as well as targeted opportunities for change or enhancement.

The Mortgage Lender Benchmark, along with detailed broker verbatims, has delivered tangible benefits to many lenders and industry stakeholders. Our comprehensive lender analysis and heatmaps provide unique, actionable insights on 65 lenders, accounting for 97% of all mortgage lending (based on UK Finance's latest analysis of gross lending).

The H2 2024 edition reveals a slight decline in broker satisfaction levels compared to H1, reflecting the challenges of maintaining momentum in a volatile market. This dip comes as lenders grapple with fluctuating interest rates, tighter affordability constraints, and heightened competition — all factors that continue to shape the UK mortgage landscape. While brokers acknowledge efforts by lenders to adapt, the dip in satisfaction may point to rising pressures on process efficiency, communication, and innovation. These findings underscore the need for sustained investment in technology, streamlined operations, and strong broker-lender relationships to navigate ongoing market uncertainties effectively.

This report delves into the key factors influencing brokers when selecting lenders, aiming to align lender offerings with broker priorities and preferences. As in previous editions, we explore brokers' experiences with CRM systems, affordability assessments, lending

criteria, and product sourcing tools, highlighting the critical role of technology in enabling broker success.

As the market continues to evolve amidst fluctuating interest rates, shifting regulations, and intensifying competition, adaptability remains critical for lenders. Brokers, as indispensable intermediaries for consumers seeking clarity and competitive deals, are central to shaping market dynamics. For lenders, staying visible and relevant to brokers and borrowers alike has never been more essential. This edition provides fresh insights into brokers' business outlooks going forward, contrasting current perspectives with those from earlier in the year. It also examines emerging trends, from evolving borrower behaviours to the lasting effects of early-year market shifts, shedding light on how these forces are redefining broker strategies and client engagement.

By maintaining a pulse on these critical areas, the Mortgage Lender Benchmark H2 2024 serves as an essential resource for understanding how stronger partnerships between lenders and brokers can lead to better outcomes for all parties. In a landscape demanding constant innovation and adaptability, this report highlights strategies that support brokers and, ultimately, benefit consumers navigating the complex mortgage market.






Brokers have been honest and transparent in sharing their current experiences and aspirations for the future. We'll continue to monitor these trends in our next edition, to be published in June 2025.

Jacqueline Dewey




CEO at Smart Money People

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Executive summary

The thirteenth edition of Smart Money People’s Mortgage Lender Benchmark captures a dynamic and evolving mortgage market. Over the last six months, brokers have reported increased activity across a broader range of lenders, reflecting heightened competition and the complexity of navigating fluctuating rates. However, while opportunities for growth remain, satisfaction levels for the products and services available have dipped slightly, with some lenders falling short of broker expectations in critical areas.

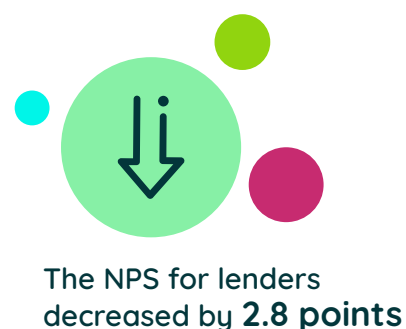
Overall satisfaction with mortgage lenders dropped by **0.3%** points to **83.4%**, still the joint-second highest rating recorded in the Benchmark’s history. Net Promoter Score (NPS), a key measure of broker loyalty and advocacy, ranged from **-41.5** to **+77.8**, with the market average falling to **+35.9**, down **2.8** points from H1 2024. Notably, the range of NPS scores narrowed, with the lowest score rising by **42.1** points compared to the last edition, but a greater number of lenders now fall below zero. This highlights an increasingly competitive environment, where brokers are becoming more discerning about the service they receive and the support they expect.

At the sector level, building societies once again lead the market, demonstrating exceptional performance in customer service and online systems. Their satisfaction score and NPS increased to **86.5%** and **+47.9** respectively, reflecting their strong relationships with brokers and consistent delivery of quality service. Lifetime lenders, however,

faced a setback, with satisfaction dropping to **83.8%** and their NPS falling significantly to **+42.3** — marking a reversal after two years of steady improvements. This suggests that while these lenders have been meeting broker needs in recent editions, challenges in communication and process consistency may now be impacting their performance.

Banks and specialist lenders presented a more mixed picture. In the last year, banks showed some improvements in specific areas, such as process, speed, and lending criteria. But their overall satisfaction fell slightly to **81.9%**, with communication and online systems continuing to challenge brokers. Specialist lenders saw a modest increase in satisfaction to **81.2%**, but their NPS declined, as brokers voiced frustrations with tools, communication, and perceived gaps in service.

Despite these sector-level shifts, some market-wide trends are clear. Brokers continue to value affordability and lending criteria



Executive summary

most highly, with process and speed also seeing meaningful improvements in the last twelve months. Business Development Managers have received positive feedback, particularly for their support on complex cases, but satisfaction with communication and online tools has stagnated. These areas represent a clear opportunity for lenders to make meaningful changes that can improve broker satisfaction and loyalty.

This edition reflects the voices of **987** brokers from **525** firms across the UK, providing feedback on their experiences with **116** lenders, covering **97%** of the UK mortgage market (based on UK Finance's analysis of gross lending). Their perspectives provide invaluable insights not only into how lenders are performing, but also into the wider challenges facing the industry. In a time of economic uncertainty, brokers continue to act as trusted advisors for borrowers, helping them secure competitive deals and navigate fluctuating rates and changing product ranges. For lenders, the stakes have never been higher — maintaining visibility and relevance in such a competitive market is critical.

In addition to sector and service insights, this report examines brokers' views on key market trends, including remortgaging activity, borrower behaviour, and equity release participation. Brokers are navigating a landscape where rising interest rates and affordability constraints are driving new borrower needs. For lenders, understanding these shifts and adapting their strategies accordingly will be essential to meet the demands of both brokers and borrowers in the months ahead. See pages 39 to 42 for a full analysis of these key topics of interest.

Technology continues to be a focal point for brokers, who increasingly call for smarter, more connected solutions. While tools like CRM systems, affordability platforms, and product sourcing software remain integral to their workflows, brokers highlighted ongoing frustrations with outdated databases and

a lack of seamless integration across platforms. There's growing demand for innovation — particularly systems that leverage AI and predictive analytics to provide real-time insights, streamline processes, and reduce administrative burdens. Addressing these needs will be crucial for technology providers to maintain broker trust and relevance in an increasingly digital market. For a deeper dive into broker feedback on technology, see pages 44 to 54.

The findings of this report reflect both the challenges and opportunities within the mortgage market. Satisfaction may have dipped slightly, but the demand for better communication, enhanced technology, and broker-focused innovation creates significant potential for lenders willing to adapt. As the market continues to evolve, those who invest in strengthening broker relationships and addressing areas of frustration will be best positioned to thrive.

At Smart Money People, we're proud to help lenders and brokers uncover these insights, fostering better collaboration and stronger partnerships. By understanding what drives broker satisfaction — and what holds it back — we aim to empower the industry to deliver better outcomes for brokers, lenders, and, most importantly, borrowers. We look forward to tracking these trends in our next edition, due in June 2025.

About the Mortgage Lender Benchmark

Smart Money People's Mortgage Lender Benchmark (H2 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.



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



20 themes that matter most to intermediaries



4,755 pieces of in-depth qualitative and quantitative feedback



97% of mortgage lending in the UK represented

About the Mortgage Lender Benchmark

Firm size

Firm size	% responses
> 40 intermediaries	14.8
20 to 40 intermediaries	8.5
5 to 19 intermediaries	33.7
< 5 intermediaries	43

Region

Region	% responses
South East	12.1
London	35.4
North West	11.2
East of England	10.4
South West	6.3
Yorkshire & Humber	4.3
West Midlands	6.0
East Midlands	3.6
North East	4
Scotland	2.7
Wales	3.2
Northern Ireland	0.1

Sample population

- 987 brokers shared feedback on the last 5 lenders they've dealt with
- 4,755 pieces of in-depth qualitative and quantitative analysis
- 20 themes that matter most to intermediaries
- Feedback about 116 UK lenders (a full list can be found on pages 160 - 164)
- Feedback covers 97% 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
- 43% of brokers are directly authorized, 57% are appointed representatives

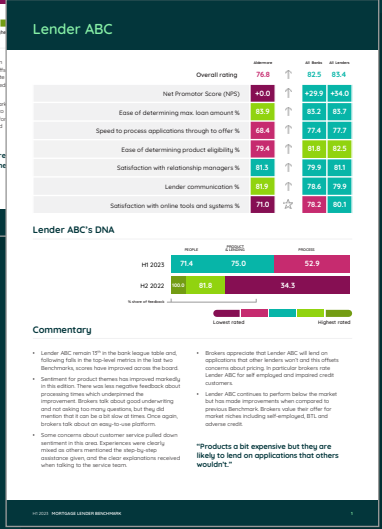
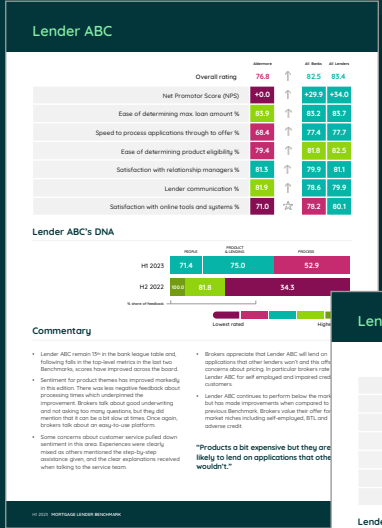


Unlock our insight



The lock icon signifies premium content. To access this valuable information, you can purchase our full report for £1,500. **This includes:**

- Full league table data segmented by sector and case type
- Detailed lender analyses and heatmaps covering 65 lenders
- In-depth analysis of the key themes mattering most to brokers
- Brand analysis for 65 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 2024 Mortgage Lender Benchmark reveals a dynamic banking sector where certain lenders have cemented their positions as broker favourites, while others struggle to meet evolving expectations. Atom Bank continues to lead the league tables, solidifying its reputation for exceptional digital capabilities. performed strongly, with an impressive satisfaction rating in H2, thanks to its consistent affordability tools and reliable lending criteria.

Several banks have shown notable improvement over the year. improved its satisfaction score, largely due to enhancements in its online tools and relationship management. also saw increases in broker satisfaction, driven by better communication and more transparent criteria. made a strong return to the rankings with brokers highlighting its proactive relationship management and smooth communication channels.

Conversely, some lenders faced declines. experienced a drop in satisfaction with brokers citing slower processing times as a key frustration. remains at the bottom of the rankings.

Overall, the 2024 Benchmark highlights the critical role of speed, transparency, and digital innovation in shaping broker preferences. The results emphasize the necessity for consistent investment in streamlined processes, strong digital capabilities, and effective communication to remain competitive in a rapidly evolving market. The overall satisfaction shifts between H1 and H2 2024 suggest that maintaining broker trust requires more than strong products – it demands an ongoing commitment to delivering excellent service.

	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	 	 	 	 	 	 	 	



TABLE CONTINUES ON THE NEXT PAGE →

↑ Overall rating increased
☆ New or returning entrant
↔ +/- 1% change H1 2024

↓ Overall rating decreased
— +/- 1% change H1 2024

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 (%)
Barclays	88.0	75	85	80	85	80	85	80
BM Solutions	88.0	75	85	80	85	80	85	80
Clydesdale Bank	88.0	75	85	80	85	80	85	80
Halifax	88.0	75	85	80	85	80	85	80
Hampshire Trust Bank	88.0	75	85	80	85	80	85	80
Hodge Bank	88.0	75	85	80	85	80	85	80
HSBC	88.0	75	85	80	85	80	85	80
Kent Reliance	88.0	75	85	80	85	80	85	80
Metro Bank	88.0	75	85	80	85	80	85	80
NatWest	88.0	75	85	80	85	80	85	80
Paragon Bank	88.0	75	85	80	85	80	85	80

TABLE CONTINUES ON THE NEXT PAGE →

↑ Overall rating increased
↓ Overall rating decreased

☆ New or returning entrant
— +/- 1% change H1 2024



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 (%)
Precise Mortgages	95.0	85	85	85	85	85	85	85
Santander	95.0	85	85	85	85	85	85	85
Shawbrook Bank	95.0	85	85	85	85	85	85	85
The Co-operative Bank for Intermediaries	95.0	85	85	85	85	85	85	85
TSB	95.0	85	85	85	85	85	85	85
United Trust Bank	95.0	85	85	85	85	85	85	85
Virgin Money	95.0	85	85	85	85	85	85	85



↑ Overall rating increased ☆ New or returning entrant
 ↓ Overall rating decreased — +/- 1% change H1 2024



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

Building societies

League table

The building societies sector remains a standout in H2 2024, with many lenders continuing to deliver exceptional broker satisfaction. [redacted] retains its top position, demonstrating strong performance across key areas, including ease of finding lending value and overall customer satisfaction. Its consistency in operational excellence reflects the trust brokers place in their processes.

[redacted] closely follows, maintaining its reputation for reliable service. [redacted] reflecting its broad appeal and dependable processes. [redacted], in fourth place, achieved an [redacted] satisfaction rating, bolstered by robust relationship management and effective communication. Meanwhile, [redacted] remained fifth, supported by strong scores in satisfaction with BDMs and communication.

[redacted] performers, with both lenders delivering high scores in satisfaction with relationship management. [redacted] satisfaction in this category highlights the importance of personal support in the mortgage process. Similarly, [redacted] stands out with impressive relationship management ratings [redacted], reflecting its commitment to broker support.

The sector overall continues to impress in relationship management, with multiple societies excelling in personal touch and accessibility. However, some societies, such as [redacted], show room for improvement, particularly in the areas of speed of processing and online tools. Despite these gaps, the sector's overall satisfaction scores remain robust, underscoring the high level of service that brokers associate with building societies.

	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	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Coventry Building Society	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Darlington Building Society	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Dudley Building Society	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Family Building Society	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]



TABLE CONTINUES ON THE NEXT PAGE →

- ↑ Overall rating increased
- ↓ Overall rating decreased
- ☆ New or returning entrant
- +/- 1% change H1 2024



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 (%)
Godiva	95.0	85	85	85	85	85	85	85
Leeds Building Society	95.0	85	85	85	85	85	85	85
Leek Building Society	95.0	85	85	85	85	85	85	85
Monmouthshire Building Society	95.0	85	85	85	85	85	85	85
Nationwide	95.0	85	85	85	85	85	85	85
Newbury Building Society	95.0	85	85	85	85	85	85	85
Newcastle Building Society	95.0	85	85	85	85	85	85	85
Nottingham Building Society	95.0	85	85	85	85	85	85	85
Principality Building Society	95.0	85	85	85	85	85	85	85
Skipton Building Society	95.0	85	85	85	85	85	85	85
Suffolk Building Society	95.0	85	85	85	85	85	85	85

TABLE CONTINUES ON THE NEXT PAGE →

↑ Overall rating increased

☆ New or returning entrant

↓ Overall rating decreased

— +/- 1% change H1 2024



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 (%)
The Mortgage Works	88.8							
Tipton Building Society	88.8							
West Brom Building Society	88.8							



↑ Overall rating increased
↓ Overall rating decreased

☆ New or returning entrant
— +/- 1% change H1 2024



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Specialist League table

In the H2 2024 edition of the Mortgage Lender Benchmark the specialist sector saw several notable shifts while continuing to present a mixed performance landscape. [Redacted], while retaining the top spot, saw a dip in satisfaction to [Redacted] climbed to second place at [Redacted], excelling in relationship management with a [Redacted] followed closely in third with [Redacted], showcasing consistent delivery across metrics.

Mid-tier performers like [Redacted] demonstrated strengths in customer eligibility but faced challenges in speed and process efficiency. [Redacted] also showed steady results but struggled to compete with the sector leaders.

While the specialist sector remains the [Redacted], there are positive signs of responsiveness to broker needs among top-tier lenders. The variation in performance, however, underscores the need for improvement, particularly in digital tools and process efficiency, to close the gap between leading and underperforming 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	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Fleet Mortgages	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Foundation Home Loans	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Interbay	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Kensington Mortgages	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Keystone	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]

TABLE CONTINUES ON THE NEXT PAGE →

↑ Overall rating increased
↓ Overall rating decreased

☆ New or returning entrant
— +/- 1% change H1 2024



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 (%)
Landbay	95.0	85.0	90.0	80.0	85.0	85.0	85.0	85.0
Molo Finance	95.0	85.0	85.0	90.0	85.0	85.0	85.0	85.0
MPowered	95.0	85.0	85.0	90.0	85.0	85.0	85.0	85.0
Pepper Money	95.0	85.0	85.0	90.0	85.0	85.0	85.0	85.0
Quantum Mortgages	95.0	85.0	85.0	90.0	85.0	85.0	85.0	85.0
The Mortgage Lender	95.0	85.0	85.0	90.0	85.0	85.0	85.0	85.0
Together	95.0	85.0	85.0	90.0	85.0	85.0	85.0	85.0
Vida Homeloans	95.0	85.0	85.0	90.0	85.0	85.0	85.0	85.0
West One Loans	95.0	85.0	85.0	90.0	85.0	85.0	85.0	85.0



Overall rating increased
 Overall rating decreased
 New or returning entrant
 +/- 1% change H1 2024



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 remains a strong performer, maintaining high levels of broker satisfaction and operational efficiency in H2 2024. [Redacted] continues to lead with a [Redacted] overall satisfaction, achieving high scores for speed of process and online tools, signalling its commitment to efficient service delivery. [Redacted] makes an impressive debut in the sector, ranking [Redacted] overall satisfaction and the [Redacted], emphasizing exceptional broker relationships and communication. [Redacted] also stands out with an [Redacted] satisfaction rating, supported by strong scores for ease. [Redacted] and [Redacted] remain consistent performers but show slight declines compared to H1, highlighting opportunities for improvement in their speed of processing and system tools. Meanwhile, [Redacted] face challenges, with satisfaction ratings dropping, largely due to lower scores in speed and eligibility processes. [Redacted] occupy the lower end of the league table. Both lenders experience challenges in processing speed and overall broker engagement, indicating areas for further development. Despite these disparities, the lifetime sector continues to demonstrate its strengths in delivering reliable service and fostering broker confidence.

	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	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Canada Life	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Just	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
L&G	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
LiveMore Capital	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]

TABLE CONTINUES ON THE NEXT PAGE →

↑ Overall rating increased
 ↓ Overall rating decreased

★ New or returning entrant
 — +/- 1% change H1 2024



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 (%)
LV=	88.8							
More2Life	88.8							
Pure Retirement	88.8							
Standard Life Home Finance	88.8							



↑ Overall rating increased
 ↓ Overall rating decreased

☆ New or returning entrant
 — +/- 1% change H1 2024



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 [redacted] of all lender reviews received in H2 2024, [redacted] on H1 2024.

The Buy to Let sector continues to demonstrate significant diversity in broker satisfaction and operational performance. [redacted] leads the table in H2 2024, with an impressive overall satisfaction rating of [redacted]. Notably, the lender achieves standout scores in relationship management and ease. [redacted] and [redacted] follow closely, each with strong overall satisfaction ratings of [redacted] delivering a particularly high NPS of [redacted], reflecting strong broker advocacy.

Other notable performers include [redacted] both excelling in relationship management and communication. [redacted] remains a steady player in the sector, underpinned by high ratings in speed of processing applications and overall communication.

At the lower end, [redacted] exhibit room for improvement. Process efficiency, communication, and online systems emerge as critical areas for development, highlighting the varying levels of service delivery across the sector.

The analysis reflects a positive trend among top performers while underscoring the challenges faced by others. Brokers remain clear on their priorities: efficiency, clarity, and robust relationship management are critical drivers of satisfaction in this competitive space.

	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	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Aldermore	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Bank of Ireland	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Barclays	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]



TABLE CONTINUES ON THE NEXT PAGE →

↑ Overall rating increased ☆ New or returning entrant
 ↓ Overall rating decreased — +/- 1% change H1 2024



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 (%)
BM Solutions	95.8	85	95	95	95	95	95	95
Fleet Mortgages	95.8	85	95	95	95	95	95	95
Foundation Home Loans	95.8	85	95	95	95	95	95	95
Godiva	95.8	85	95	95	95	95	95	95
Hampshire Trust Bank	95.8	85	95	95	95	95	95	95
HSBC	95.8	85	95	95	95	95	95	95
Interbay	95.8	85	95	95	95	95	95	95
Kensington Mortgages	95.8	85	95	95	95	95	95	95
Kent Reliance	95.8	85	95	95	95	95	95	95
Keystone	95.8	85	95	95	95	95	95	95
Landbay	95.8	85	95	95	95	95	95	95



TABLE CONTINUES ON THE NEXT PAGE →

- ↑ Overall rating increased
- ☆ New or returning entrant
- ↓ Overall rating decreased
- +/- 1% change H1 2024



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 (%)
Leeds Building Society	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated
Molo Finance	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated
NatWest	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated
Paragon Bank	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated
Precise Mortgages	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated
Principality Building Society	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated
Quantum Mortgages	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated
Santander	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated
Shawbrook Bank	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated
Together	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated
The Mortgage Works	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated
Virgin Money	95.0	☆	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated	Lowest rated



↑ Overall rating increased ☆ New or returning entrant — +/- 1% change H1 2024
 ↓ Overall rating decreased — +/- 1% change H1 2024 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 lenders, revealing notable trends and shifts in the marketplace.

Barclays retains its top position, with a slight improvement in overall satisfaction to 85% and an 88% Net Promoter Score, demonstrating consistent leadership in key areas like speed of process and accessibility of product. Coventry Building Society and HSBC Bank follow closely, maintaining their strong performance, reinforcing the strength of building societies in this space.

Leeds Building Society continues to hold a solid position at 75%, supported by robust metrics in eligibility ease and communication. Lloyds Banking Group also sees a slight improvement, moving to 78%, reflecting better broker satisfaction across several sub-metrics. However, challenges persist among lower-ranked lenders. Halifax and First Direct remain at the bottom of the table and both show deficiencies in online tools and communication.

Overall, while top performers continue to refine their services and maintain high broker satisfaction, the gap between the leaders and laggards underscores the need for greater consistency in meeting broker expectations across the market.

	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	85%	88%	85%	85%	85%	85%	85%	85%
Coventry Building Society	82%	85%	82%	82%	82%	82%	82%	82%
HSBC Bank	80%	80%	80%	80%	80%	80%	80%	80%
Leeds Building Society	75%	75%	75%	75%	75%	75%	75%	75%
Lloyds Banking Group	78%	78%	78%	78%	78%	78%	78%	78%



TABLE CONTINUES ON THE NEXT PAGE →

↑ Overall rating increased ☆ New or returning entrant
 ↓ Overall rating decreased — +/- 1% change H1 2024



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	88.8	7.2	6.5	6.2	6.8	6.5	6.5	6.5
NatWest Group	88.8	7.2	6.5	6.2	6.8	6.5	6.5	6.5
Santander UK	88.8	7.2	6.5	6.2	6.8	6.5	6.5	6.5
Skipton Building Society	88.8	7.2	6.5	6.2	6.8	6.5	6.5	6.5
TSB Bank	88.8	7.2	6.5	6.2	6.8	6.5	6.5	6.5
Virgin Money Plc	88.8	7.2	6.5	6.2	6.8	6.5	6.5	6.5
Yorkshire Building Society	88.8	7.2	6.5	6.2	6.8	6.5	6.5	6.5



↑ Overall rating increased

☆ New or returning entrant

↓ Overall rating decreased

— +/- 1% change H1 2024



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.



Best bank	→	Atom Bank
Best building society lender	→	Principality Building Society
Best buy to let lender	→	Landbay
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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 sales@smartmoneypeople.com

Sector insight

Top level

The latest data from H2 2024 reflects subtle shifts across the UK mortgage sector, with varying trends in broker satisfaction. Overall satisfaction marginally declined to **83.4%** (-0.3% points), while NPS dipped slightly to **+35.9** (-2.8 points). Despite these small shifts, some sectors and metrics showed notable changes.

Building societies remain the strongest sector, maintaining their lead with the highest overall satisfaction at **86.5%** (+0.8% points). Their NPS rose to **+47.9** (+4.2 points), emphasizing brokers' continued confidence in their service. Their strong performance in customer service and operational efficiency, particularly in lending value and processing speed, reinforces their status as market leaders.

Lifetime lenders experienced a sharper decline, with satisfaction dropping to **83.8%** (-1.7% points) and a significant NPS decrease to **+42.3** (-10.9 points). This marks a reversal of the positive momentum seen earlier, indicating room for improvement despite solid scores in process speed and relationship management. Banks saw a slight reduction in satisfaction to **81.9%** (-0.8% points), with communication and online tools continuing to challenge brokers. On the other hand, specialist lenders demonstrated modest progress, with satisfaction rising to **81.2%** (+0.9% points), but their NPS dropped significantly to **+19.1** (-6.1 points), signalling ongoing challenges in communication and efficiency.

Sector-wide, ease and relationship management remain strong, however, stagnation in communication and online tools highlights ongoing areas for improvement. As brokers increasingly prioritise seamless and efficient processes, these remain critical areas for lenders to address to sustain competitiveness in the evolving market landscape.

		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	H2 2024								
	H1 2024								
2 Bank	H2 2024								
	H1 2024								
3 Building society	H2 2024								
	H1 2024								



TABLE CONTINUES ON THE NEXT PAGE →

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



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 (%)
4 Lifetime	H2 2024								
	H1 2024								
5 Specialist	H2 2024								
	H1 2024								



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



How do lender types differ?

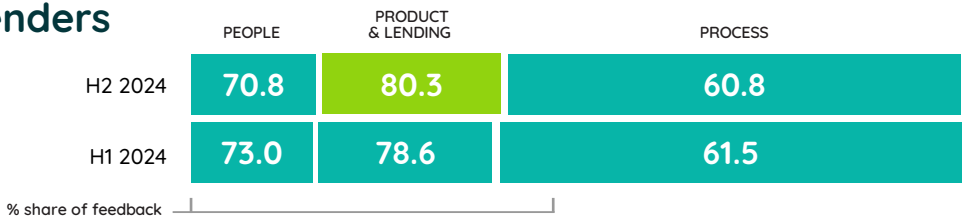
Broker sentiment across the three key areas—People, Product & Lending, and Process—remains consistent with previous reporting periods. However, shifts in themes are evident, underscoring the evolving landscape of the UK mortgage lender market.

There has been a notable shift towards feedback on lender products and lending, which now accounts for 23.6% of all comments and saw positivity rise by 1.7%-points. While people themes saw a slight share increase of 0.4%-points, it had the biggest fall in sentiment for consecutive editions and is visible across all the sectors except building societies. And operational improvements were called for again as slow and difficult processes were the main source of frustration.

Building societies maintain their position as market leaders in innovation, with brokers praising their competitive rates and innovative products. They received the highest sentiment scores the three areas, underscoring their continued focus on quality interactions with brokers and delivering value through tailored products. Lifetime lenders' product feedback remains steady but less competitive compared to other sectors, with a sentiment of 71.6%.

Specialist lenders continue to excel in people themes, maintaining their impressive position, driven by their personalised broker support and relational strategies. However, process feedback has turned increasingly negative, calls for improved portals. Banks however saw a decline in people sentiment to 62.4%, reflecting concerns about broker interactions and responsiveness.

All lenders



Banks



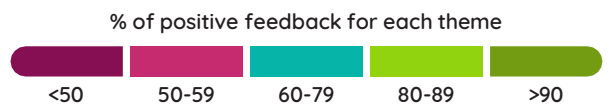
Building societies



Specialist lenders



Lifetime lenders



Can't see your results?



For H2 2024 we captured feedback on 116 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 H2 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

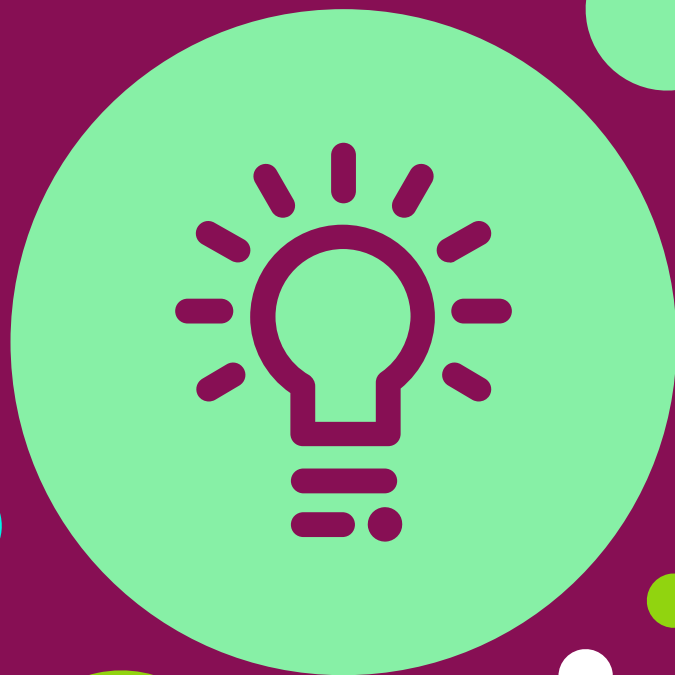
You'll gain actionable insights with a tailored report and face to face briefing

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

 sales@smartmoneypeople.com

Mortgage Lender Benchmark

Broker technology providers



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



Affordability League table

The affordability provider sector in H2 2024 demonstrates a diverse range of performances, reflecting both strengths and challenges within the market. [REDACTED] leads the pack with an impressive overall satisfaction score of [REDACTED], maintaining its reputation as a reliable and user-friendly solution.

Providers like [REDACTED] deliver consistent results, reporting to meet brokers' operational needs effectively. Meanwhile, [REDACTED] offer steady performances, reflecting their ability to meet basic expectations but with opportunities to enhance perceived value and innovation. [REDACTED], at the lower end of the table, faces significant challenges with its overall satisfaction and NPS, highlighting the need for improvements in functionality and meeting broker expectations.

The sector as a whole underscores the importance of balancing usability, reliability, and innovation to address the evolving demands of brokers and maintain competitiveness in a fast-paced market. While leaders [REDACTED] set the benchmark, other providers must focus on enhancing their offerings to close the gap and build stronger broker relationships.

	Overall rating (%)	Net Promoter Score	Ease of use (%)	Meets expectations (%)	Value for money (%)	Customer support (%)	Innovates and moves with advisor need (%)
Acre Software Acre Platform, Acre	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Iress Xplan Mortgage, Trigold	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Legal & General (L&G) Ignite, SmartrFit	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Mortgage Brain Affordability Hub	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Mortgage Broker Tools (MBT) MBT Affordability	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Twenty7Tec MortgageSource, BrokerSense	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]



↑ Overall rating increased ☆ New entrant
 ↓ Overall rating decreased — +/- 1% change H1 2024



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

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 H2 2024 analysis of CRM providers highlights shifting broker preferences and evolving performance trends within the sector. ██████████ the rankings with an overall satisfaction score of ██████, maintaining its position as a top performer and excelling in ease of use.

Despite some strong performances, the sector as a whole faces persistent challenges. Providers like ██████████ continue to perform reasonably well, particularly in areas like innovation and customer support, but have seen slight drops in satisfaction compared to their previous scores. ██████████ on the other hand face notable difficulties, with overall ratings of ██████████ respectively, coupled with steep declines in Net Promoter Scores (NPS). This reflects growing broker frustration, particularly around ease of use and innovation, where their scores lag behind peers.

Brokers consistently value CRM providers that adapt to their needs, with ██████████ achieving strong marks for innovation. However, lower-rated providers highlight a gap in delivering the efficiency and tailored solutions brokers increasingly demand. As the CRM sector continues to evolve, providers that prioritise user experience, innovation, and robust customer support are better positioned to enhance broker loyalty and improve satisfaction scores in the long term.

	Overall rating (%)	Net Promoter Score	Ease of use (%)	Meets expectations (%)	Value for money (%)	Customer support (%)	Innovates and moves with advisor need (%)
360 Dotnet 360 Lifecycle	██████	██████	██████	██████	██████	██████	██████
Acre Software Acre Platform, Acre	██████	██████	██████	██████	██████	██████	██████
Bluecoat Software FinPlan	██████	██████	██████	██████	██████	██████	██████
Finova Finova Broker Platform, eKeeper, Mortgage Keeper	██████	██████	██████	██████	██████	██████	██████



TABLE CONTINUES ON THE NEXT PAGE →

- ↑ Overall rating increased
- ↓ Overall rating decreased
- ★ New entrant
- +/- 1% change H1 2024



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 (%)
Intelliflo Intelligent Office	88.8	85	85	85	85	85	85
Iress Xplan Mortgage, Trigold	88.8	85	85	85	85	85	85
Mortgage Advice Bureau (MAB) MIDAS, echo	88.8	85	85	85	85	85	85
Mortgage Brain The Key	88.8	85	85	85	85	85	85
One Mortgage System Ltd OMS	88.8	85	85	85	85	85	85
Primis Mortgage Network Toolbox	88.8	85	85	85	85	85	85
Smartr365 Smartr365	88.8	85	85	85	85	85	85
Stonebridge Group Revolution	88.8	85	85	85	85	85	85



↑ Overall rating increased ☆ New entrant
 ↓ Overall rating decreased — +/- 1% change H1 2024



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

Criteria sourcing League table

The latest performance review of criteria sourcing providers highlights their continued importance in aiding brokers to efficiently match client needs with lender criteria. These tools remain a vital aspect of the mortgage process, streamlining complex sourcing challenges and enabling brokers to provide better client services.

████████████████████ lead the sector with strong performances, excelling in ease of use, customer support, and innovation, with ██████████ achieving the highest NPS. ██████████ maintains a solid standing with balanced scores across metrics, while ██████████ show steady but moderate performance, leaving room for growth in innovation and meeting expectations.

While the sector maintains its position as one of the highest-rated technology areas, there is variability among providers. Leaders like ██████████ exemplify innovation and consistent delivery, whereas lower-scoring providers like ██████████ highlight the need for focused improvements, particularly in usability and customer support.

The growing reliance on these tools underscores the need for continued innovation and support to meet evolving broker demands. Providers that balance ease of use with advanced functionality and responsive customer service will be best positioned to lead in this competitive segment.

	Overall rating (%)	Net Promoter Score	Ease of use (%)	Meets expectations (%)	Value for money (%)	Customer support (%)	Innovates and moves with advisor need (%)
Acre Software Acre Platform, Acre	████████	████████	████████	████████	████████	████████	████████
Air Sourcing Air Sourcing	████████	████████	████████	████████	████████	████████	████████
Iress Xplan Mortgage, Trigold	████████	████████	████████	████████	████████	████████	████████
Knowledge Bank Knowledge Bank	████████	████████	████████	████████	████████	████████	████████
Legal & General (L&G) Ignite, SmartrCriteria	████████	████████	████████	████████	████████	████████	████████



TABLE CONTINUES ON THE NEXT PAGE →

- ↑ Overall rating increased
- ↓ Overall rating decreased
- ★ New entrant
- +/- 1% change H1 2024



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 Criteria Brain, Criteria Hub	88.8	85	85	85	85	85	85
Twenty7Tec MortgageSource	88.8	85	85	85	85	85	85



- ↑ Overall rating increased
- ↓ Overall rating decreased
- ☆ New entrant
- +/- 1% change H1 2024



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

Product sourcing League table

Product sourcing tools are essential in the mortgage industry, enabling brokers to efficiently match client needs with a vast array of lender offerings. This edition, **Acresoft** leads the sector with an impressive overall rating of **85%**, excelling in ease of use, customer support, and innovation. **Acresoft** follows closely with strong performances in meeting broker expectations and overall reliability, while **Acresoft** and **Acresoft** maintain solid standings, offering consistent value and support.

However, providers such as **Acresoft** lag behind, reflecting opportunities for improvement in areas like customer support and innovation. As the market evolves, product sourcing providers that prioritise usability, adaptability, and broker-focused solutions will continue to set themselves apart in this competitive landscape. These tools remain a critical asset for brokers, with those excelling in service and innovation driving the highest satisfaction levels.

	Overall rating (%)	Net Promoter Score	Ease of use (%)	Meets expectations (%)	Value for money (%)	Customer support (%)	Innovates and moves with advisor need (%)
Acresoft Acresoft Platform, Acresoft	85%	85%	85%	85%	85%	85%	85%
Air Sourcing Air Sourcing	80%	80%	80%	80%	80%	80%	80%
Iress Xplan Mortgage, Trigold	75%	75%	75%	75%	75%	75%	75%
Mortgage Advice Bureau (MAB) MIDAS	70%	70%	70%	70%	70%	70%	70%
Mortgage Brain MortgageBrain Classic, MortgageBrain Anywhere, Sourcing Brain	65%	65%	65%	65%	65%	65%	65%
Twenty7Tec MortgageSource	60%	60%	60%	60%	60%	60%	60%

↑ Overall rating increased

↓ Overall rating decreased

☆ New entrant

— +/- 1% change H1 2024



Lowest rated Highest rated

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

The 65 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 65 lenders included are below:

Banks

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

Building societies

Accord	Newbury Building Society
Coventry Building Society	Newcastle Building Society
Darlington Building Society	Nottingham Building Society
Dudley Building Society	Principality Building Society
Family Building Society	Skipton Building Society
Godiva	Suffolk Building Society
Leeds Building Society	The Mortgage Works
Leek Building Society	Tipton Building Society
Monmouthshire Building Society	West Brom Building Society
Nationwide	

Specialist lenders

Bluestone	MPowered
Fleet Mortgages	Pepper Money
Foundation Home Loans	Quantum Mortgages
Interbay	The Mortgage Lender
Kensington Mortgages	Together
Keystone	Vida Homeloans
Landbay	West One Loans
Molo Finance	

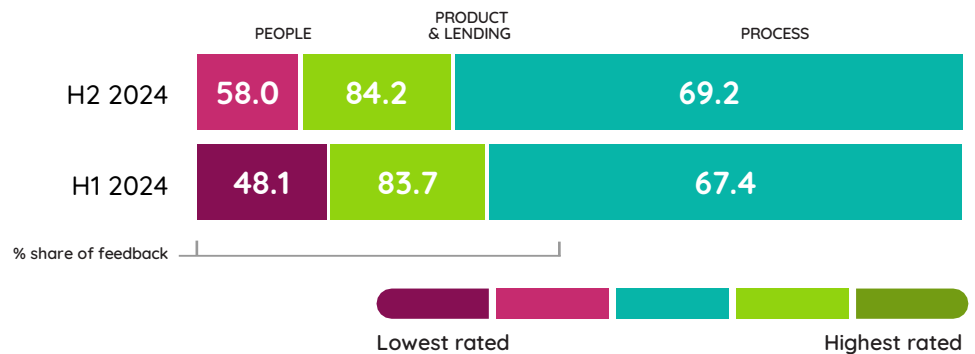
Lifetime lenders

Aviva	Just	LiveMore Capital	More2Life	Standard Life
Canada Life	L&G	LV=	Pure Retirement	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



Commentary

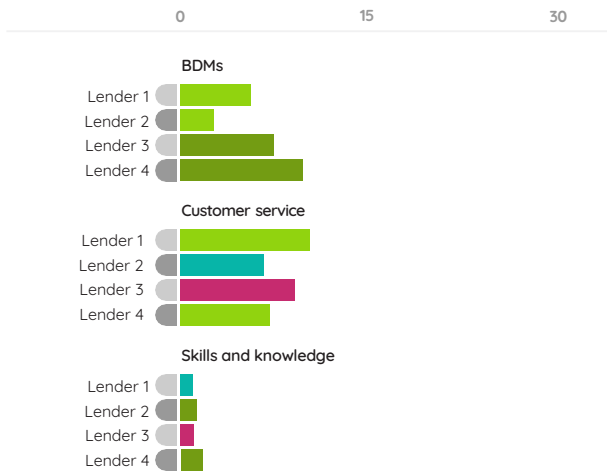
- Lender ABC are back to 6th in bank league table and have seen an 11.9 points improvement in NPS. Lender ABC continue to score above the sector and market average in all areas except satisfaction with BDM's.
 - Brokers still dislike the removal of allocated BDMs, and some felt the restructure was a '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

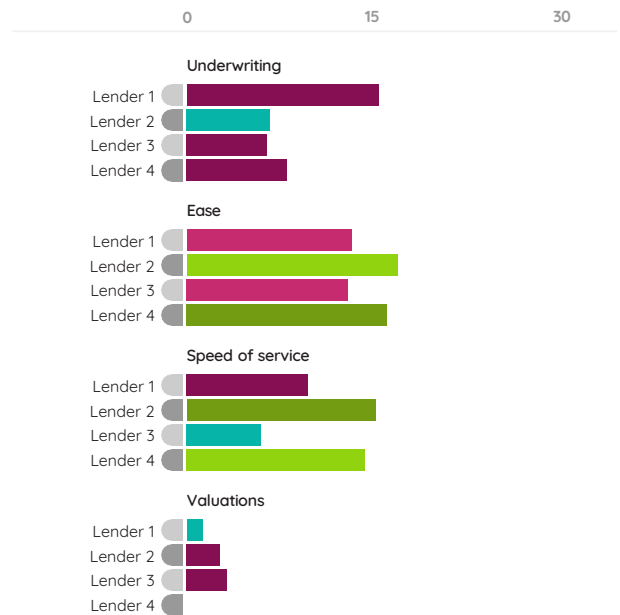
Within the Mortgage Lender Benchmark, we ask brokers to 'review your experience with the lender, what did you like and/or what could be better.'

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.

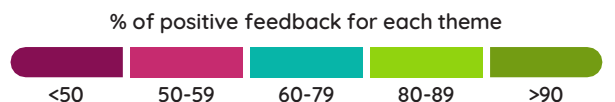
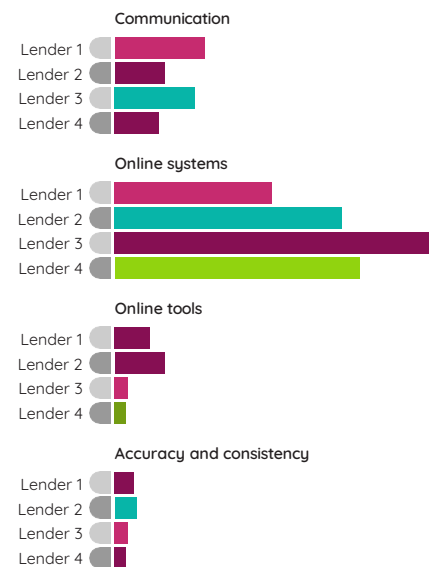
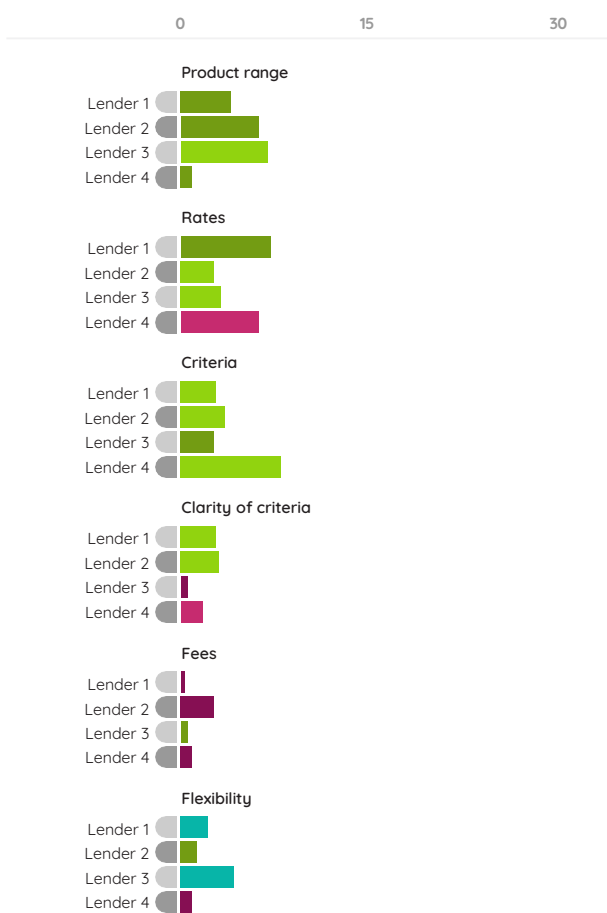
People



Process

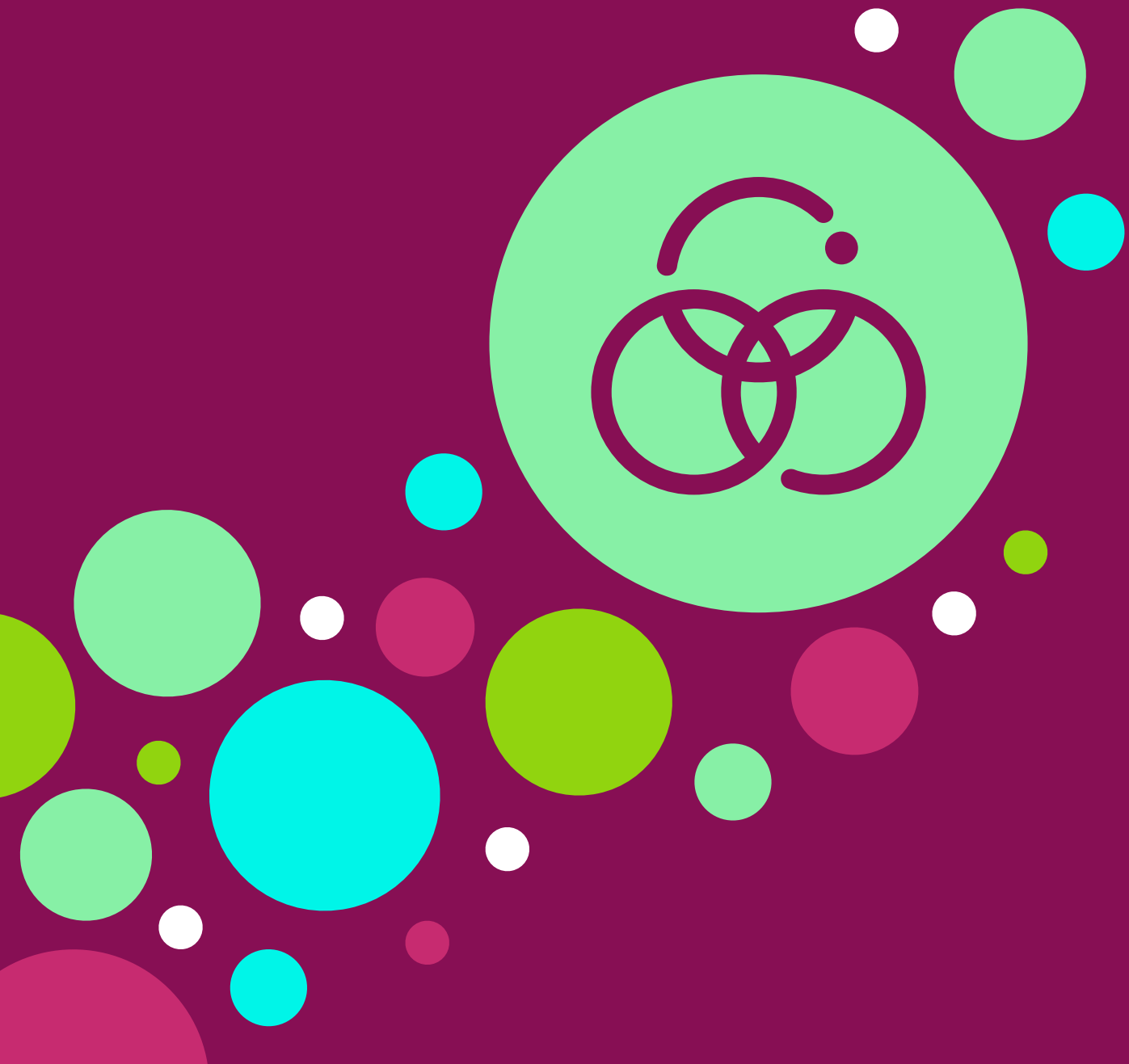


Product



Mortgage Lender Benchmark

Brand analysis



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	50 - 99
Allica Bank	Bank	10 - 19
Allied Irish Bank	Bank	< 5
April Mortgages	Specialist	< 5
Atom Bank	Bank	30 - 49
Aviva	Lifetime	20 - 29
Bank of Ireland	Bank	30 - 49
Barclays	Bank	> 100
Bath Building Society	Building Society	<5
Birmingham Bank	Bank	< 5
Bluestone	Specialist	20 - 29
BM Solutions	Bank	> 100
Cambridge Building Society	Building Society	< 5
Canada Life	Lifetime	20 - 29
CHL	Specialist	5 - 9
Chorley Building Society	Building Society	< 5
Clydesdale Bank	Bank	10 - 19
Coventry Building Society	Building Society	> 100
Crystal Specialist Finance	Specialist	< 5
Cumberland Building Society	Building Society	< 5
Danske Bank	Bank	< 5
Darlington Building Society	Building Society	10 - 19
Dudley Building Society	Building Society	10 - 19
Equifinance	Specialist	< 5

Lenders included in our study

Lender	Sector	Feedback volume
Evolution Money	Specialist	< 5
Family Building Society	Building Society	10 - 19
Family Finance	Specialist	< 5
Fleet Mortgages	Specialist	20 - 29
FOLK2FOLK	Specialist	< 5
Foundation Home Loans	Specialist	20 - 29
Furness Building Society	Building Society	< 5
Gatehouse Bank	Bank	< 5
Generation Home	Specialist	5 - 9
Glenhawk	Specialist	< 5
Godiva	Building Society	30 - 49
Halifax	Bank	> 100
Hampshire Trust Bank	Bank	10 - 19
Hanley Building Society	Building Society	< 5
Hinckley & Rugby Building Society	Building Society	< 5
Hodge Bank	Bank	10 - 19
Holme Bridging Finance Solutions	Specialist	< 5
HSBC	Bank	> 100
Interbay	Specialist	20 - 29
Interbridge Mortgages	Specialist	5 - 9
Just	Lifetime	10 - 19
Kensington Mortgages	Specialist	30 - 49
Kent Reliance	Bank	30 - 49
Keystone	Specialist	10 - 19
L&G	Lifetime	20 - 29

Lenders included in our study

Lender	Sector	Feedback volume
Landbay	Specialist	10 - 19
Landmark Mortgages	Specialist	< 5
Leeds Building Society	Building Society	> 100
Leek Building Society	Building Society	10 - 19
Lendco	Specialist	< 5
LendInvest	Specialist	5 - 9
LiveMore Capital	Lifetime	10 - 19
Loughborough Building Society	Building Society	< 5
LV=	Lifetime	10 - 19
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
Metro Bank	Bank	20 - 29
Molo Finance	Specialist	10 - 19
Monmouthshire Building Society	Building Society	10 - 19
More2Life	Lifetime	30 - 49
MPowered	Specialist	20 - 29
MT Finance	Specialist	< 5
Nationwide	Building Society	> 100
NatWest	Bank	> 100
Newbury Building Society	Building Society	10 - 19
Newcastle Building Society	Building Society	10 - 19
Nottingham Building Society	Building Society	10 - 19

Lenders included in our study

Lender	Sector	Feedback volume
Octane Capital	Specialist	< 5
Paragon Bank	Bank	30 - 49
Pepper Money	Specialist	30 - 49
Perenna	Specialist	< 5
Platform	Bank	50 - 99
Precise Mortgages	Bank	30 - 49
Principality Building Society	Building Society	50 - 99
Progressive Building Society	Building Society	< 5
Pure Retirement	Lifetime	30 - 49
Quantum Mortgages	Specialist	10 - 19
Redwood Bank	Bank	< 5
Responsible Lending	Lifetime	5 - 9
Saffron Building Society	Building Society	5 - 9
Santander	Bank	> 100
Scottish Widows	Bank	5 - 9
Selina Finance	Specialist	5 - 9
Shawbrook Bank	Bank	10 - 19
Skipton Building Society	Building Society	> 100
SOMO	Specialist	< 5
Spring Finance	Specialist	< 5
Staffordshire Railway Building Society	Building Society	< 5
Standard Life Home Finance	Lifetime	20 - 29
State Bank of India	Bank	< 5
Step One Finance	Specialist	< 5
Suffolk Building Society	Building Society	10 - 19

Lenders included in our study

Lender	Sector	Feedback volume
Sun Life	Lifetime	< 5
Swansea Building Society	Building Society	< 5
Tandem	Bank	5 - 9
Teachers Building Society	Building Society	< 5
The Mortgage Lender	Specialist	20 - 29
The Mortgage Works	Building Society	> 100
Tipton Building Society	Building Society	10 - 19
Together	Specialist	20 - 29
TSB	Bank	50 - 99
Tuscan Capital	Specialist	< 5
United Trust Bank	Bank	10 - 19
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	20 - 29

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