



# Mortgage Lenders' Forum

## JULY MASTERCLASS

LONDON, 2 JULY 2009

MUNGO DUNNETT  
ASSOCIATES



# THE JULY MASTERCLASS

## Creative product solutions

Thursday 2 July 10.30am–4.00pm

The masterclass will be facilitated by Mungo Dunnett, the director of Mungo Dunnett Associates. The session will be co-presented by Julian Wells, who has worked in mortgage product development, distribution and technology, and who is one of the most able strategic marketers in the sector.

The session will comprise a combination of:

- Presentation
- Discussion
- Case studies

As the UK mortgage market moves into a period of somewhat uneasy stability, lenders are becoming familiar with the adjustments necessary to operate within severe funding and risk constraints. At the same time, the rapid narrowing of product options demanded by the crisis means that most lenders' 2009 product portfolio is the least diversified for a decade. In the current climate there is relatively little room for product manoeuvre; and yet the sense that the crisis has now 'touched bottom' is causing a number of lenders to be considering their future options. Whether these are the few lenders retaining capital strength, or the many that are currently forced to sit on the sidelines waiting for a more benign market, their future product portfolio now warrants serious thought.

This workshop will consider the various options open to lenders, both in the immediate future and also as the market begins slowly to repair itself. It will review past successes in product development, how lenders have positioned themselves as powerful niche providers (and can do so again), and why product strategy may come to determine lenders' future market positioning and survival.

The workshop will consider the following key issues:

- Beyond the funding issues: the future balance between Product Development and Risk
- Affordability, credit repair, hard times and individual pricing: the theory and the practical challenges
- Rescuing First Time Buyers – and the other victims of the non-standard drought
- Regulatory pressures on products, and second guessing where Turner will lead
- Future polarisation between lenders' product strategies
- Product distribution, dual pricing and associated strategies
- Specialist lending: what it will look like, and who will be doing it
- How successful niche products have worked
- Product gaps and opportunities – and choosing the right time to re-enter certain markets
- Why keeping it simple sounds like a great idea, but isn't
- Considering whether the market above and below 75% has changed permanently

And will also include:

- Innovation mini-workshop: applying retailers' New Product Development principles to mortgages

### Insider Briefing

A separate slot during the workshop will outline and discuss the trends and developments that have affected the UK mortgage market since May, and their implications for lenders.

The masterclass is taking place in central London at the IoD Hub building (pictured above), a purpose-built meeting and conference centre just next to Liverpool Street station.

The full address is:  
IoD Hub  
New Broad Street House  
35 New Broad Street  
London EC2M 1NH

Dress code:  
Formal or business casual, as preferred

