



Mortgage Lenders' Forum

MARCH MASTERCLASS

LONDON, 11 MARCH 2009

**MUNGO DUNNETT
ASSOCIATES**



THE MARCH MASTERCLASS

Mortgages as a blank sheet of paper: reconsidering the whole home loan model

Wednesday 11 March 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 lending, distribution, technology and outsourcing, and who is one of the most able strategic marketers in the mortgage sector.

The session will comprise a combination of:

- Presentation
- Discussion
- Case studies

This session has been chosen to be in deliberate contrast to the recent masterclasses, which have focused intensively on key issues affecting and afflicting lenders currently. The March session allows us to step back for a moment and reflect on some of the lessons learned from recent years, and also from the events since Northern Rock.

The premise for the day is this: what would we do, if we could simply throw away the current UK mortgage industry, its practices and issues, and start again? What would be the elements worth keeping, and what would we want to do completely differently? What would be the most commercially healthy relationship between the various stakeholders (government, consumers, media, lenders, intermediaries)? Precisely what would such a mortgage sector look like, how would it behave and how would it attract and retain profitable business?

The workshop will reflect on the sector as it has behaved, both before and after the credit crisis, and will introduce

various ways in which we suggest the market could be altered for the better. Delegates' views will then shape the discussion, and the latter part of the day will consider whether there are elements emerging from our hypothetical discussion that could actually be brought into practice in the UK market.

The workshop will consider the following type of issues:

- Regulation – rip it up and start again, or build around it?
- A blue sky approach to product design
- The role of technology
- The optimal distribution model
- Creating the ability for customers to self-service
- Creating simplicity in pricing structures, including pricing for risk
- Allowing customers to shop around more easily
- Building property into the decisioning process
- Simplifying the verification of identity, income and property values
- Developing industry standards to support funding
- Creating post-completion standards for access and further borrowing
- Turning mortgage payments into a retainer payment

Insider Briefing

A separate slot during the workshop will outline and discuss the trends and developments that have affected the UK mortgage market since January, 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

