



Mortgage Lenders' Forum

MARCH MASTERCLASS

LONDON, 19 MARCH 2008

**MUNGO DUNNETT
ASSOCIATES**



THE MARCH MASTERCLASS

Intermediary Management: optimising the 3rd party channel

Wednesday 19 March 10.30am–4.00pm

The masterclass will be introduced by Mungo Dunnett, the director of Mungo Dunnett Associates. The session will be co-presented by Hugh Kingdon, formerly Director of Strategic Marketing and Investments at GMAC-RFC, and one of the leading strategic marketers in UK lending.

The session will comprise a combination of:

- Presentation
- Discussion
- Case studies

One of the most fundamental structural shifts in the UK mortgage sector in recent years has been the growing strength of the intermediary sector. Incumbent lenders have adjusted their business models to accommodate broker business, while specialist lenders have built their distribution strategy exclusively on intermediaries. Consumers have shown an increased tendency to seek broker support, and not simply to follow retail mortgage brands. Technology has increasingly come to be viewed as a key success criterion; and regulatory intervention has necessitated increasingly complex sales approaches. The increasing willingness of customers to churn – and allow their mortgage to be churned – has affected current and future lender profitability.

Based on our extensive distribution work in the UK mortgage sector, this workshop considers all of these structural issues, typical lender and intermediary responses, and discusses best practice in the successful and profitable management of intermediary business by lenders.

The workshop will focus on the following key areas:

- The structure of UK intermediary channels, and how these channels segment
- The needs of the intermediary channels: what they want from lenders
- The forces for change in the broker market, and their implications for lenders:
 - Mortgage and remortgage volume reductions
 - Criteria changes (especially sub-prime)
 - Impact of CCA regulation: PPI insurance mis-selling
 - Lenders and intermediaries exiting the market
 - Lender and intermediary technology
- How intermediary channels can be managed effectively: MI and BDM salesforces
- The most effective way of using sourcing systems and technology for competitive advantage
- How additional value can be driven from intermediary business: retention and profitability
- The opportunities for lenders arising from recent changes in the market

Insider Briefing

A new, regular slot during the workshop will outline and discuss the trends and developments that have affected the UK mortgage market in the previous two months, and their implications for lenders.

NEW

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

