

MarketVue: Mortgage Intermediary Survey

A snapshot of broker sentiment amidst unprecedented market change.

Intermediary distribution will be key to mortgage market recovery post crisis. Our report will provide detailed insight into intermediary needs, motivations and behaviours for the post COVID world.

Key questions answered:

- How does your performance in this environment compare to other lenders?
- How do intermediaries view the immediate and longer term impact of COVID-19 on their business?
- What will intermediaries need from lenders post COVID-19 and what will drive their commitment?

Sample

150 interviews with cross section of intermediaries
15 lenders, min base size of 60 intermediary users per lender

Inform your decision making:

Brand consideration

Which lenders are top of mind?

Lender experience

Satisfaction, loyalty and commitment KPIs

Brand performance

Speed of adapting lending criteria

Flexibility of processes

Clarity of communications

Deliverables:

Full participation in the snapshot wave provides:

1. Opportunity to propose topics for inclusion in survey
2. Debrief workshop/webinar
3. Tailored PowerPoint presentation & management summary

Pricing

• £6,000 + VAT

Bespoke booster options available, POA



Expertise

Our team of experts have a proven track record of interviewing and understanding intermediaries. We inspire strategic decision making across sectors in our mission to understand the broader context.

MarketVue:Mortgage Intermediaries has been running since 2005 tracking lender usage, performance and intermediary sentiment.



Quality Assurance

Rigorous participant recruitment and quality control ensure only those respondents who meet our strict criteria can qualify. The data process is verified, checked and processed in-house, to ensure consistency of responses.

This permits us to provide you with the highest-quality data, capable of delivering the insight that you require.