



RESEARCH

in association with

Association of



Mortgage Intermediaries

**AMI Questions**

**Wave 17 –**

**September 2006**

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The logo for the Mortgage Intermediary Census, featuring the words "mortgage intermediary" in a smaller font above the word "census" in a larger, bold font, all contained within a dark brown circle.

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## Regulation, Concerns and Opportunities, and Customer Information

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- The AMI questions this month focused on Regulation concerns, opportunities and customer information
- Questions were placed on September's Mortgage Intermediary Census and fieldwork was conducted during 15<sup>th</sup>– 28<sup>th</sup> September 2006
- **211** Mortgage Intermediaries responded to the survey

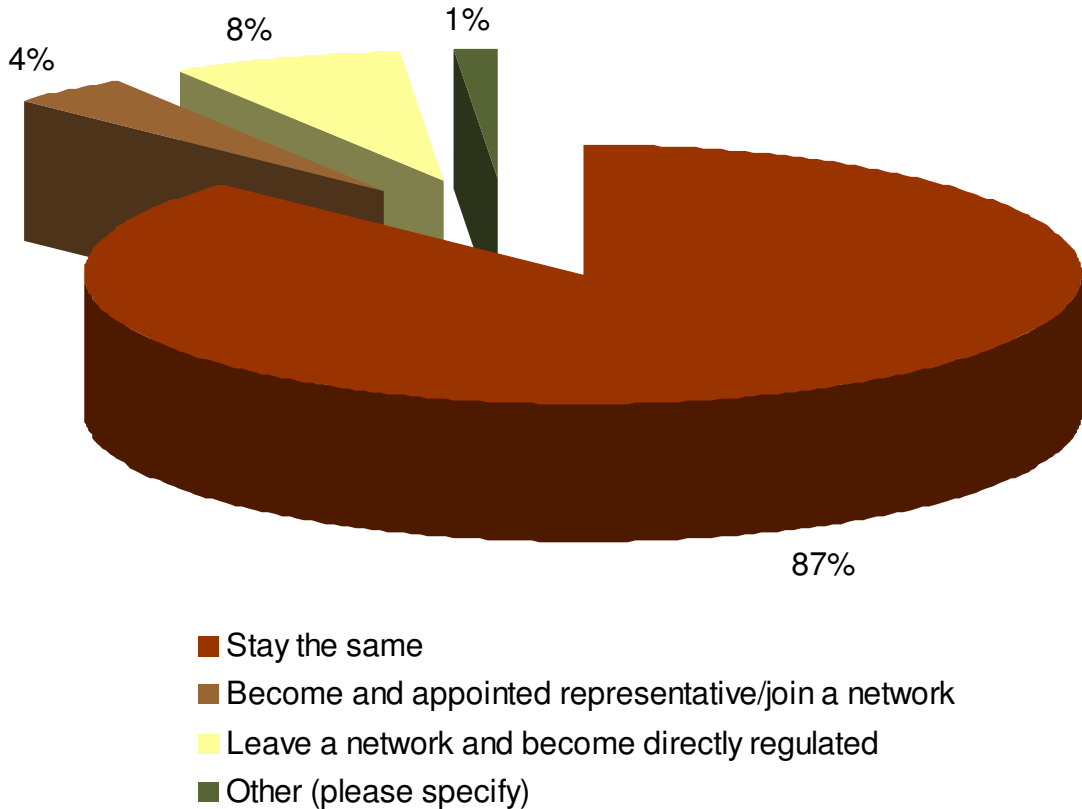
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## Change In Regulatory Status In Next 12 Months

Nearly nine tenths of all respondents expect their regulatory status to remain the same in the next 12 months.



Base – Sep 2006 – All Respondents, 211  
Q01 – How do you expect to change your regulatory status in the next 12 months?

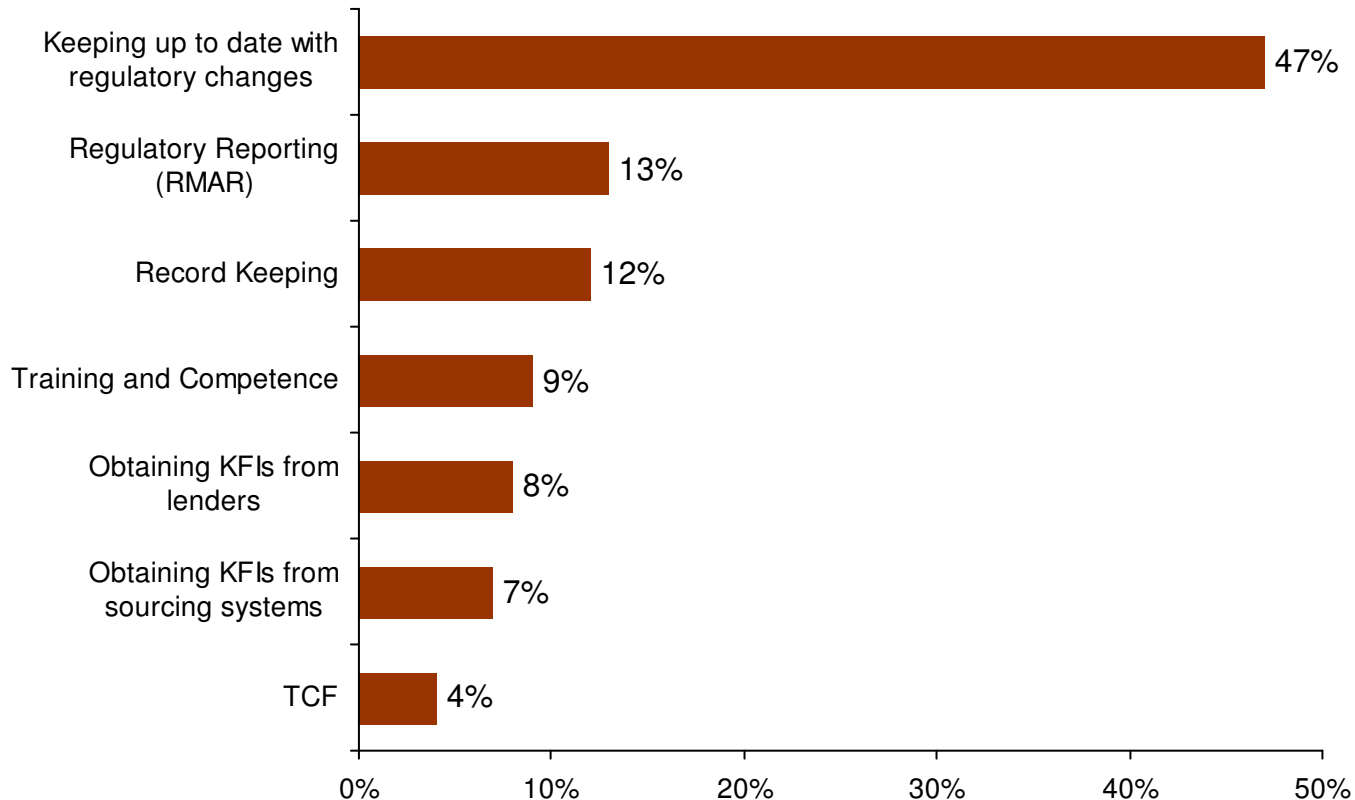
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## Difficulties With Regulation

Nearly half of all respondents find the most difficult aspect of regulation is keeping up to date with the regulatory changes.



Base – Sep 2006 – All Respondents, 211  
Q02 – What aspects of regulation do you find most difficult?

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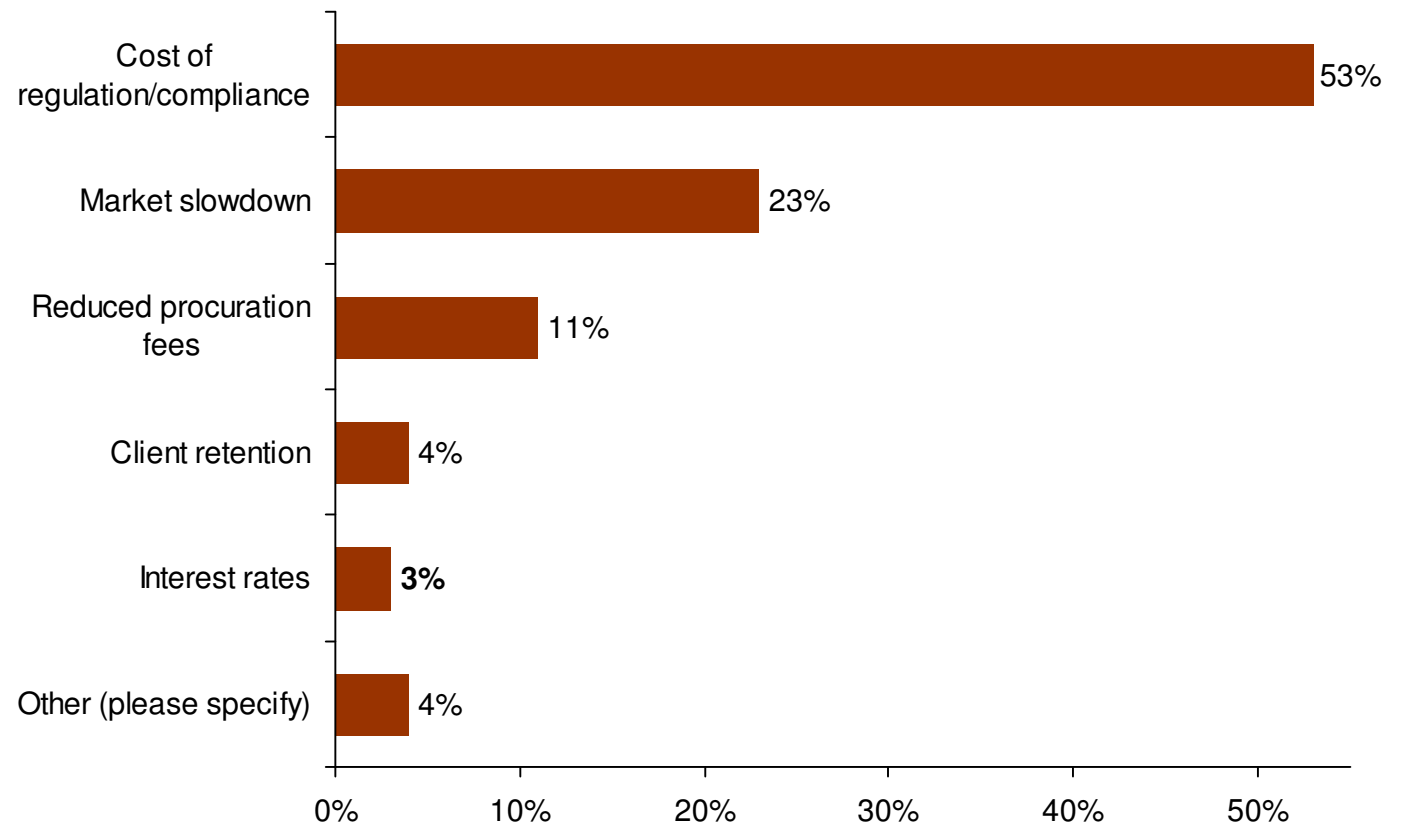


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## Greatest Concerns

The cost of regulation/compliance is clearly the greatest concern.



Base – Sep 2006 – All Respondents, 211

Q03 – Which of the following is the greatest concern facing your business?

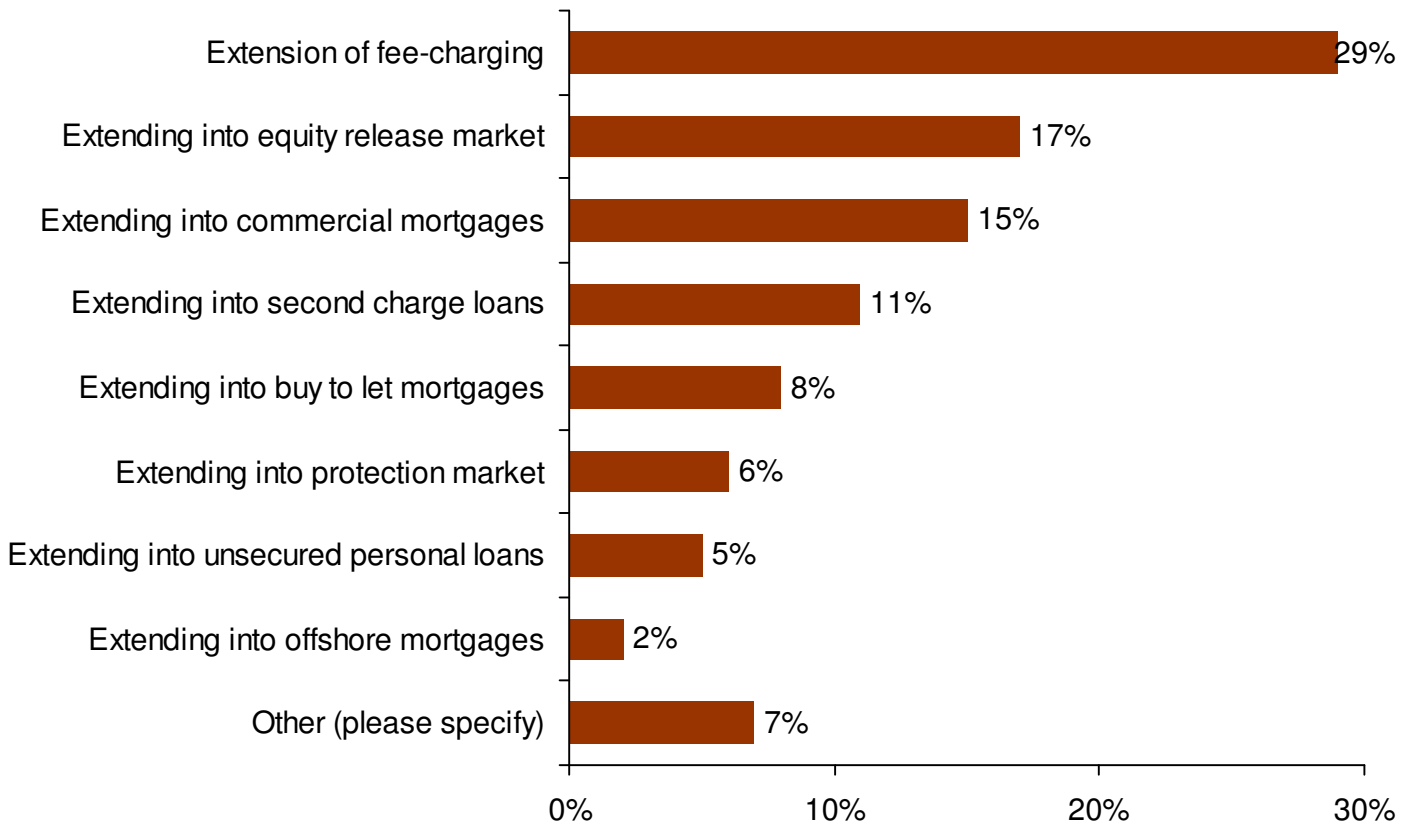
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## Greatest Opportunities

Extension of fee-charging is considered to be the greatest opportunity. Followed by extending into the equity release or commercial mortgage markets.



Base – Sep 2006 – All Respondents, 211  
Q04 – Which of the following do you consider to be the greatest opportunity for your business?

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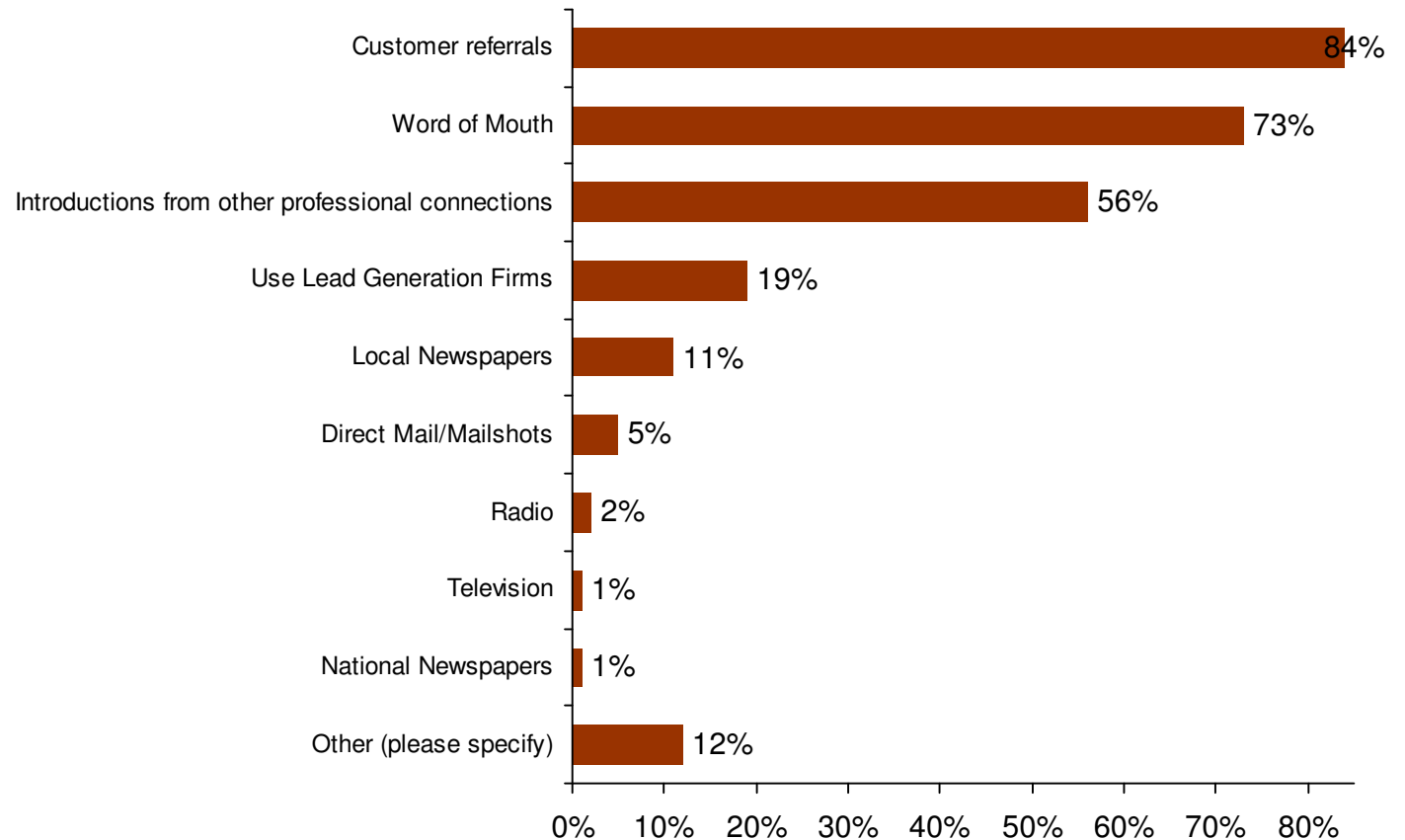
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## Methods Of Obtaining New Customers

The top three methods of obtaining new customers are Customer referrals, Word of Mouth and Introductions from other professional connections.



Base – Sep 2006 – All Respondents, 211

Q05 – How do you obtain new mortgage customers? (Tick all that apply)



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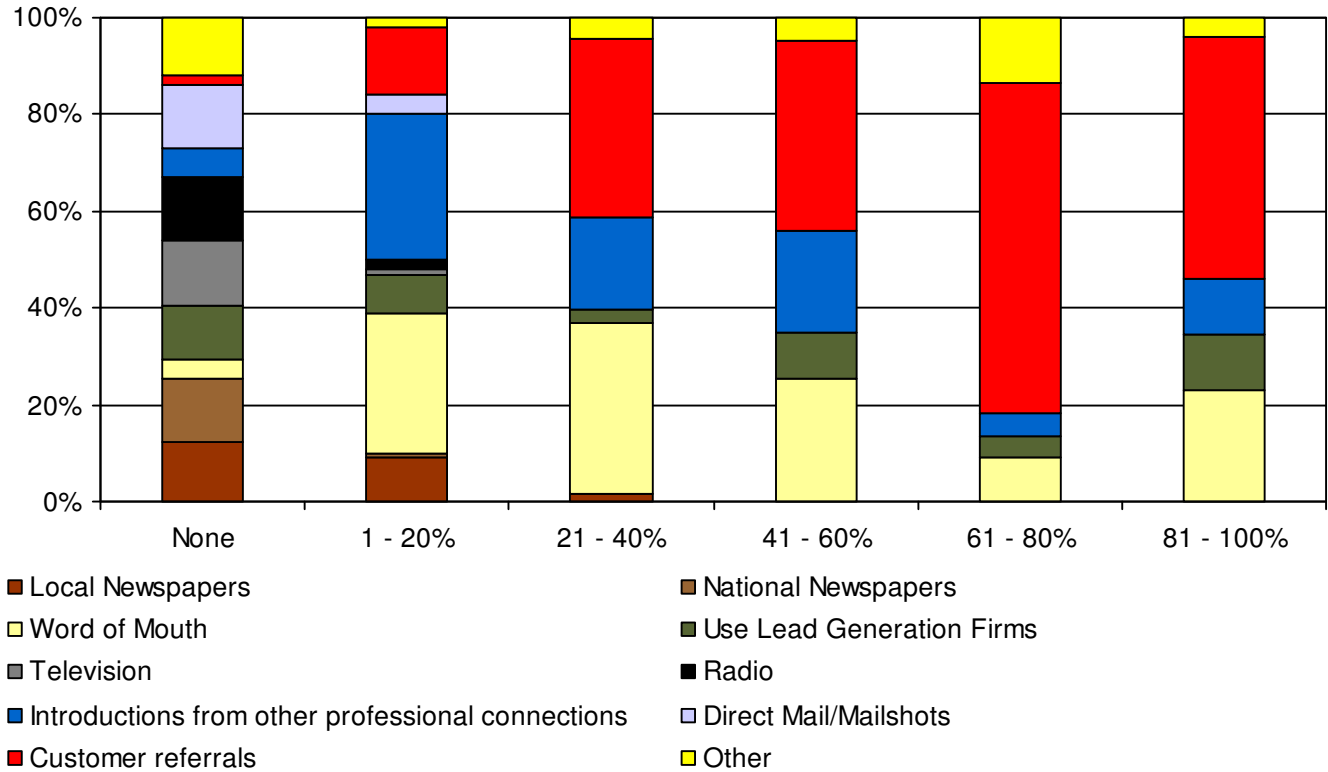
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## Business Generated From Medium

The greatest amount of business is generated by Customer referrals and Word of mouth, both of which are effective enough where more than 80% of business generated is through them.



Base – Sep 2006 – All Respondents, 211  
 Q06 – Of these mediums what % of your business is generated from each? (please make sure your percentages total 100%)

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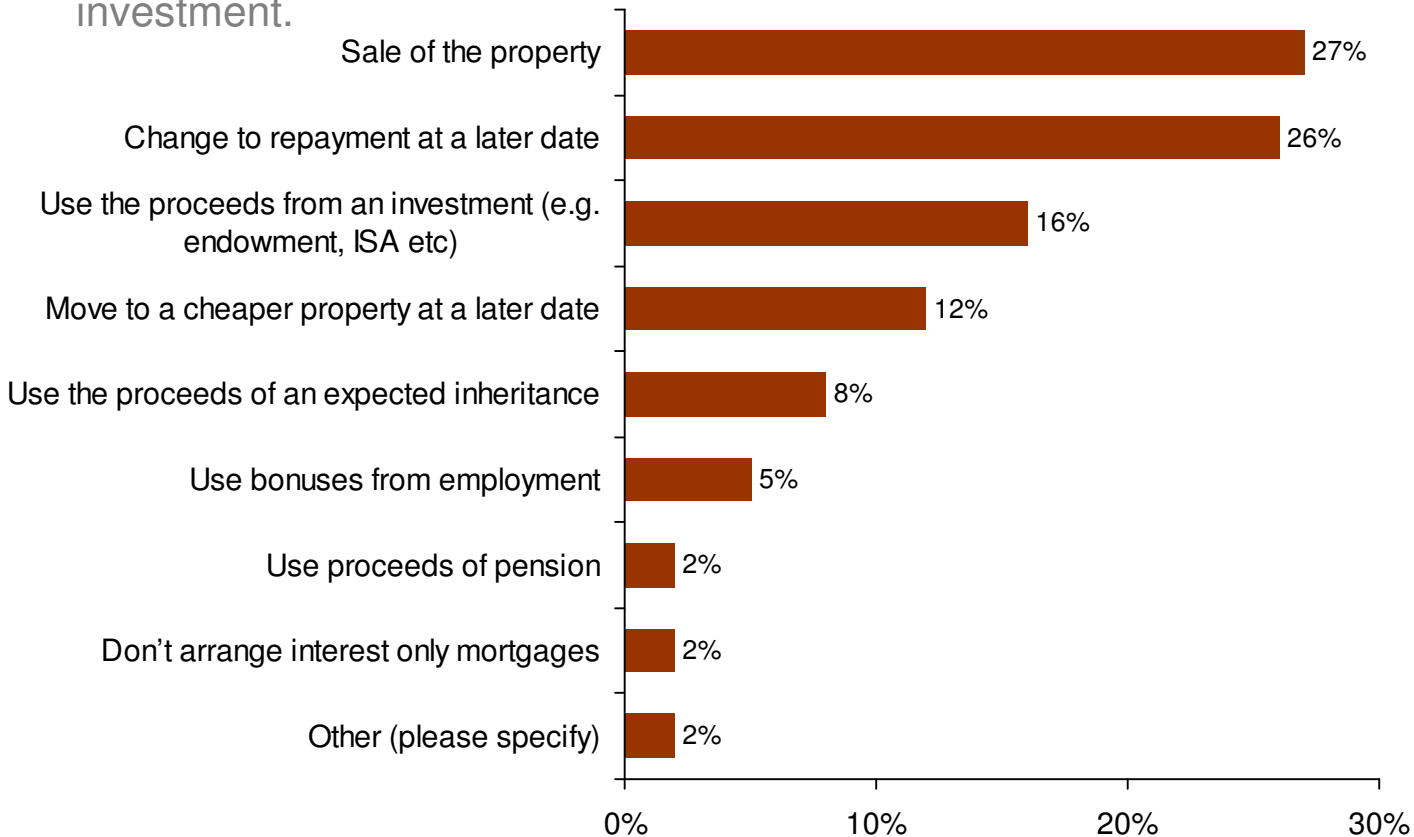


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## Common Repayment Plans

The 3 most common plans for repayment of the capital, in relation to interest only mortgages, are Sale of the property, Change to repayment at a later date and Use the proceeds from an investment.



Base – Sep 2006 – All Respondents, 211

Q07 – In relation to the interest only mortgages arranged by your firm, what would you say are the three most common plans for repayment of the capital?

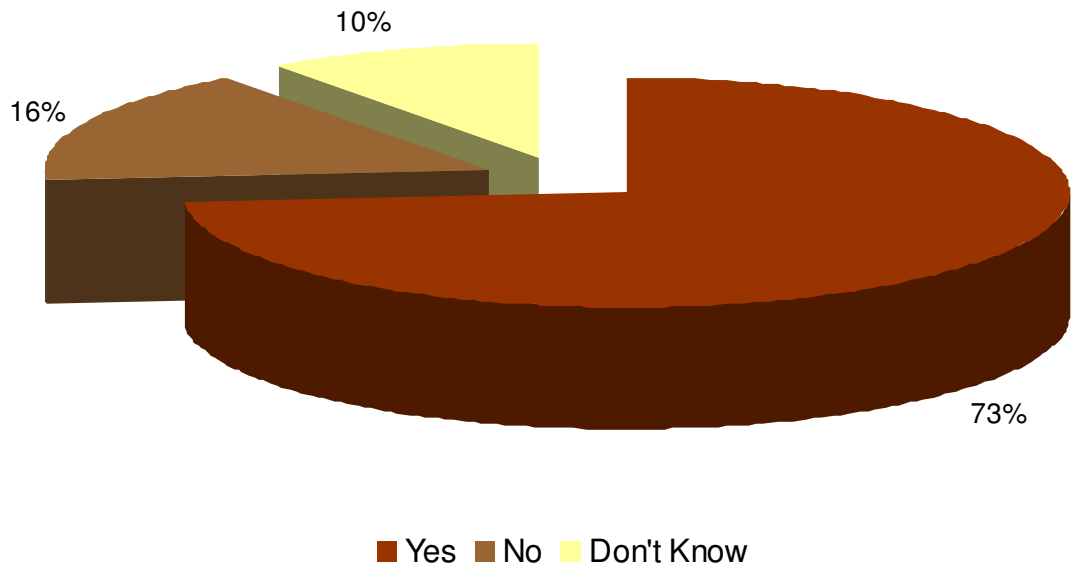
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## Information Collected By Lenders

Three quarters of all respondents believe that the information collected by lenders during the application process is sufficient to meet their responsible lending requirements.



Base – Sep 2006 – All Respondents, 211  
Q08 - Do you think that the information collected by lenders during the application process (about the client's plans to repay the capital) is sufficient to meet their responsible lending requirements for interest only mortgages? 9

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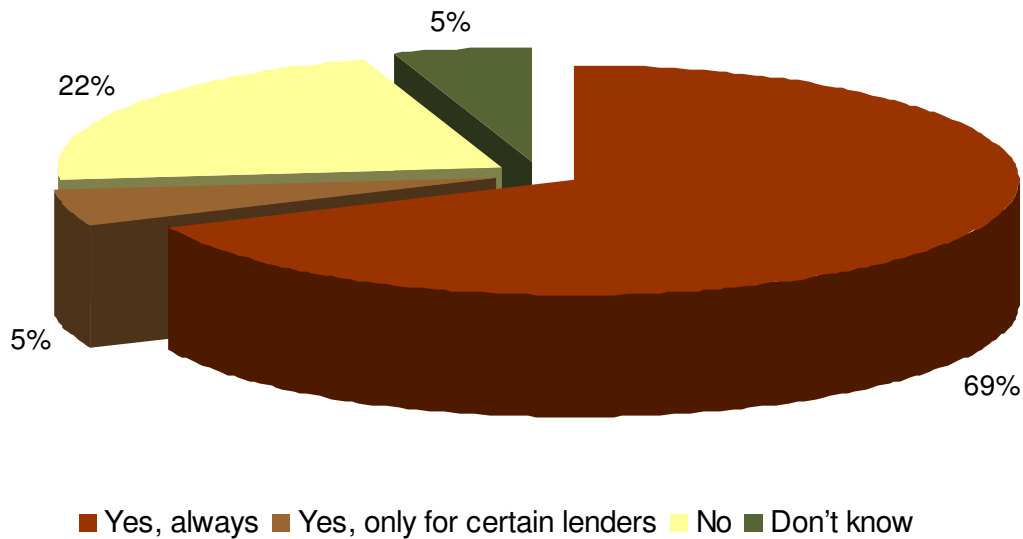


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## Information Collected By Mortgage Intermediaries

More than 3 out of 5 Mortgage Intermediaries will collect more information on their client's repayment plans than what is requested by lenders.



Base – Sep 2006 – All Respondents, 211

Q09 - Where an interest only mortgage is arranged, does your firm collect and record more information about the client's repayment plans than that requested by lenders in their application forms?

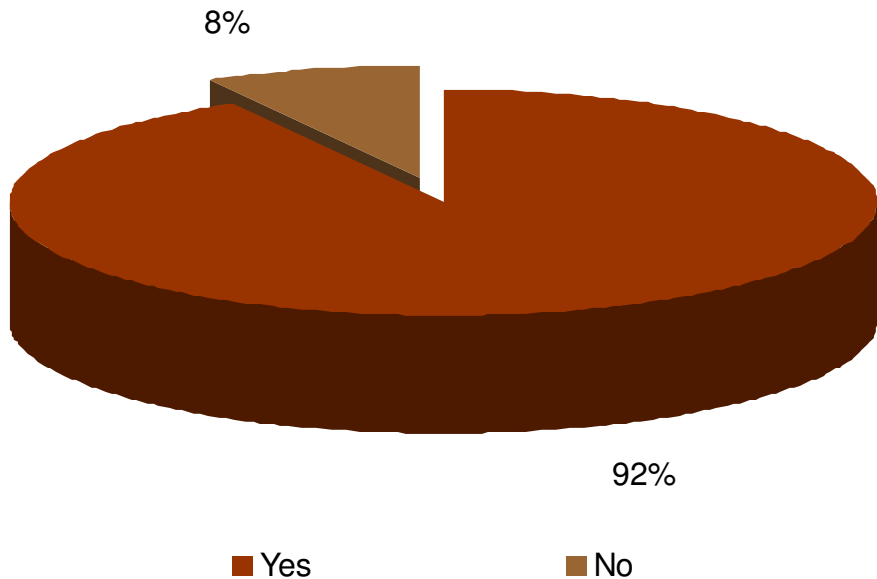
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## Written Confirmation To Clients

More than 9 out of 10 respondents said that they will always issue confirmation to the client in writing with reasons for recommending an interest only mortgage.



Base – Sep 2006 – All Respondents, 211  
Q10 - Do you always issue confirmation to the client in writing of your reasons for recommending an interest only mortgage?