



RESEARCH

in association with

Association of



Mortgage Intermediaries

AMI Questions

Wave 18 –

October 2006

mortgage intermediary census

**The comprehensive
track of Mortgage
Adviser insights**



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Mortgage Adviser Recruitment

- The AMI questions this month focused on Mortgage Adviser Recruitment
- Questions were placed on October's Mortgage Intermediary Census and fieldwork was conducted during 17th – 30th October 2006
- **205** Mortgage Intermediaries responded to the survey

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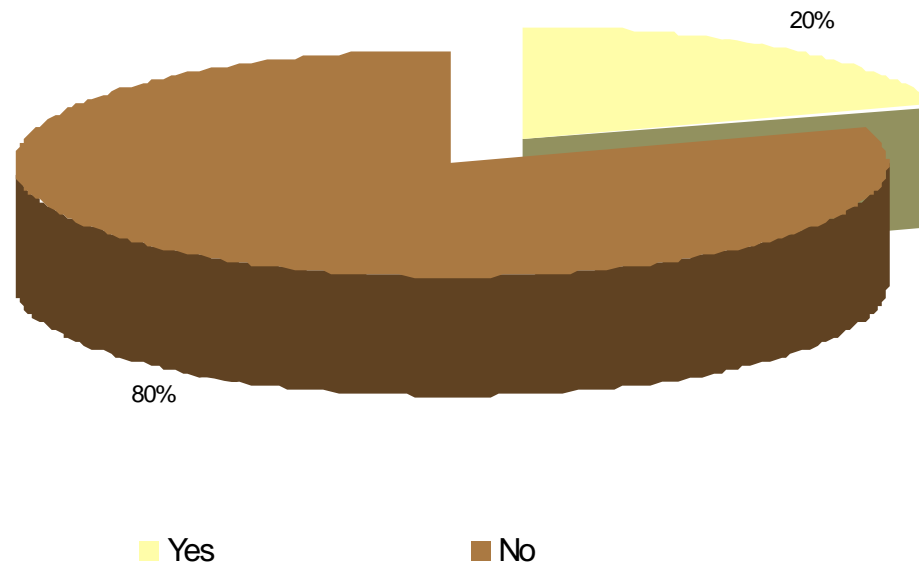


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Recruitment In Last 12 Months

Over the past 12 months, 1 in 5 respondents have recruited additional mortgage advisers



Base – Oct 2006 – All Respondents, 205

Q1 - In last 12 months, have you recruited any additional mortgage advisers?

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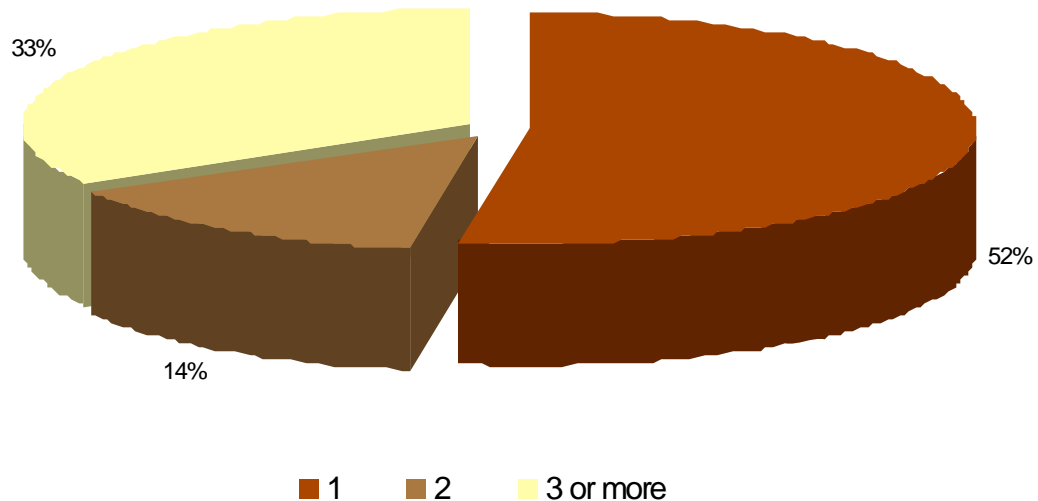
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Recruitment In Last 12 Months

Half of those who have recruited in the last 12 months have only recruited a single new adviser, however, a third have recruited 3 or more



Base – Oct 2006 – Respondents who have recruited in the last 12 months, 42

Q2 - How many additional mortgage advisers (not including those who have replaced an adviser who has left the company) have you recruited in the last 12 months?

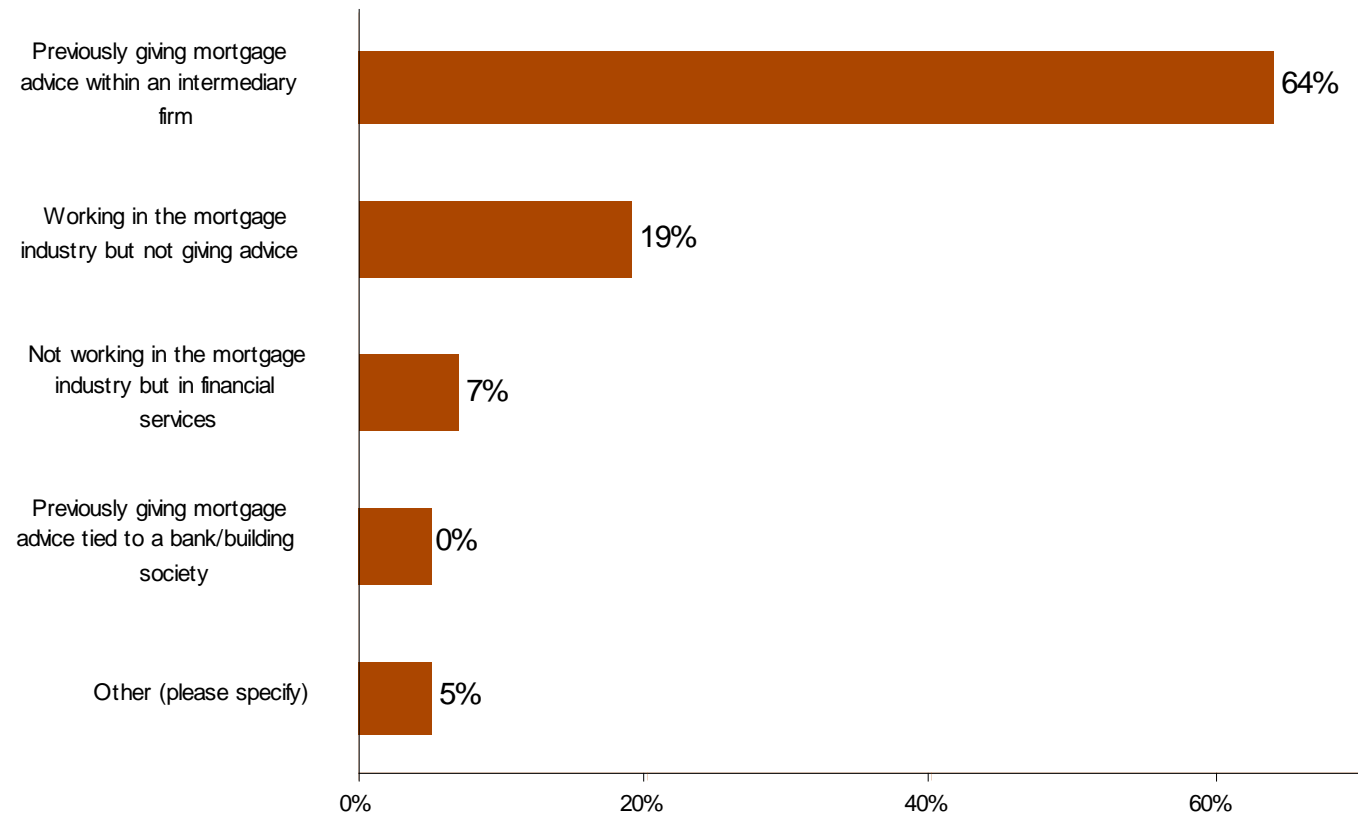
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Adviser Experience

By a very large margin, the most recent advisers to have been recruited have previously given mortgage advice within an intermediary firm



Base – Oct 2006 – Respondents who have recruited in the last 12 months, 42
Q3 - What experience did the last adviser you recruited possess?

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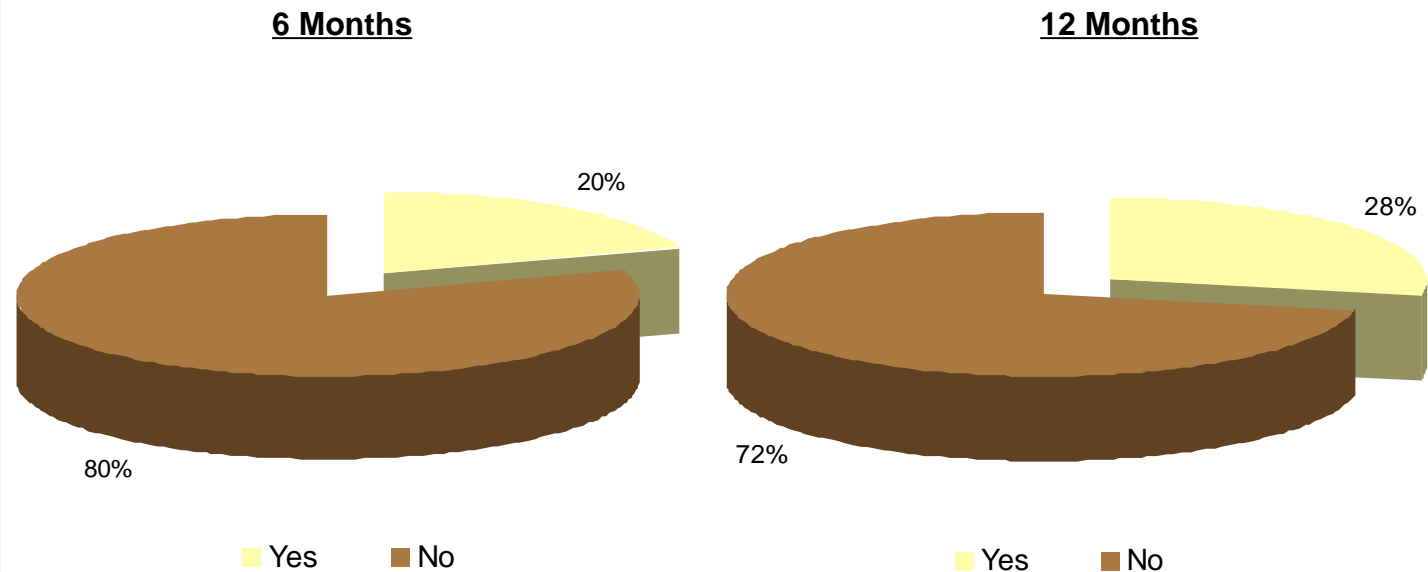


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Future Adviser Recruitment

Over the next 6 months, there is a similar trend in terms of recruitment, with 1 in 5 respondents stating that they intend to recruit. However, looking at the next 12 months this has rises slightly to over a quarter



Base – Oct 2006 – All Respondents, 205

Q4/5 - Do you intend to recruit any additional mortgage advisers to your firm in the next:

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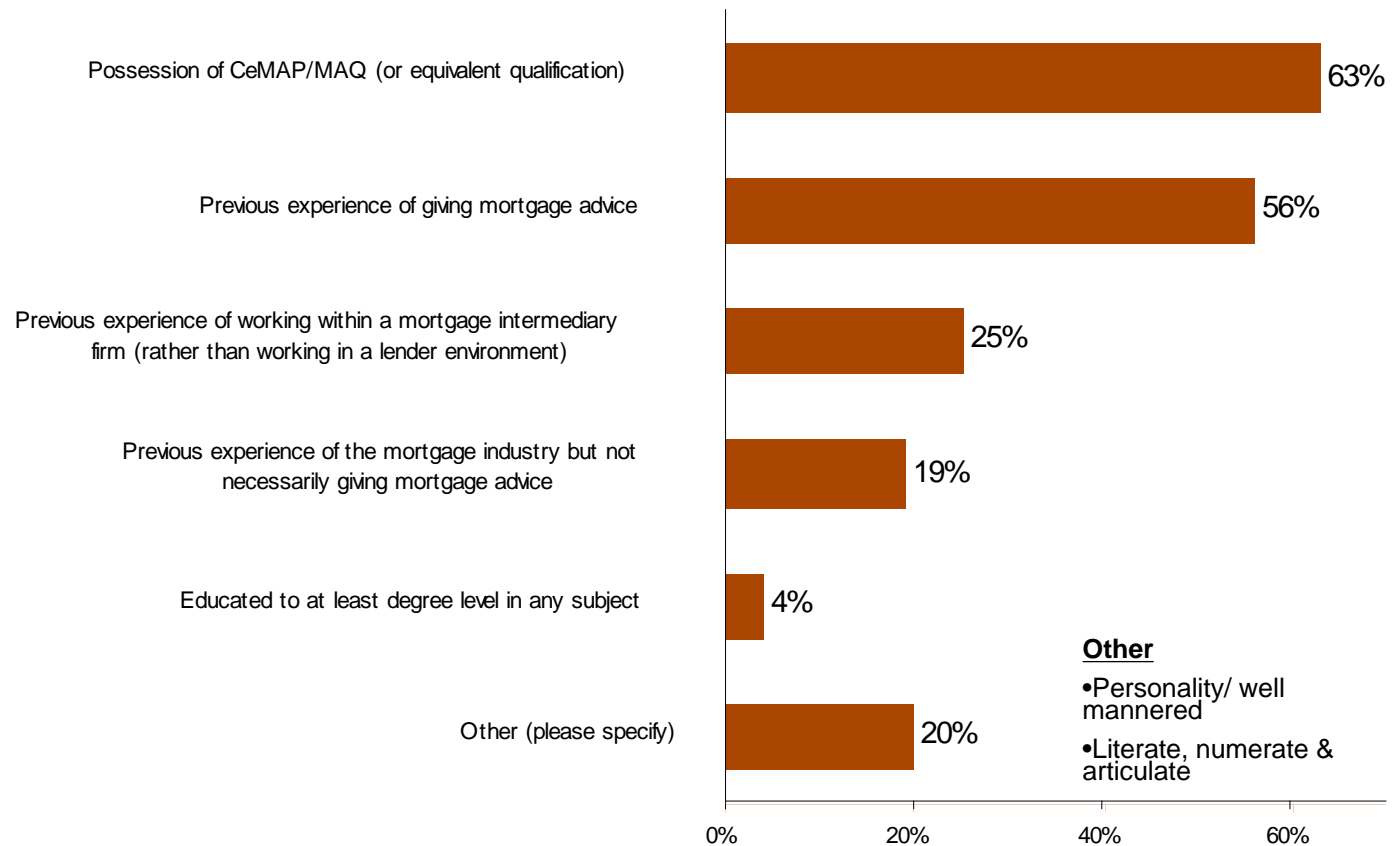


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Essential New Candidate Attributes

The two most influential factors for recruiting a new candidate is if they have a suitable qualification and whether or not they have had previous experience of already giving mortgage advice



Base – Oct 2006 – All Respondents, 205

Q6 - When recruiting a new mortgage adviser for your firm, which of the following do you consider to be essential for all candidates? Tick all that apply.

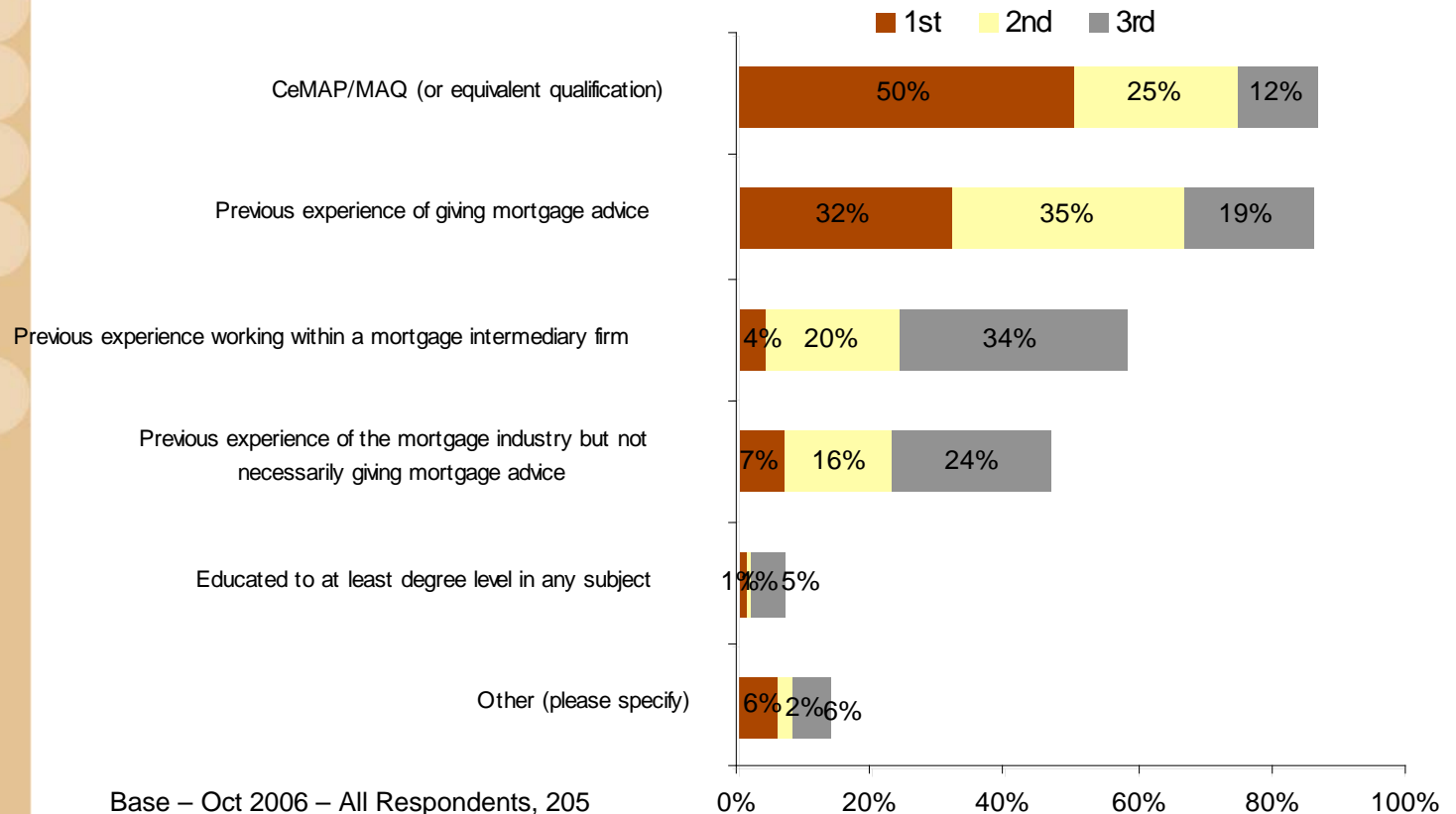
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Important New Candidate Experience

Comparable to the previous question, the most valuable to a firm is the qualifications of the new candidate. Secondly is experience specific to giving mortgage advice



Base – Oct 2006 – All Respondents, 205

Q7- When recruiting a new mortgage adviser for your firm, which three of the following do you consider to be most important to your firm? Please rank them from one to three, one being the most important and three being the least important.

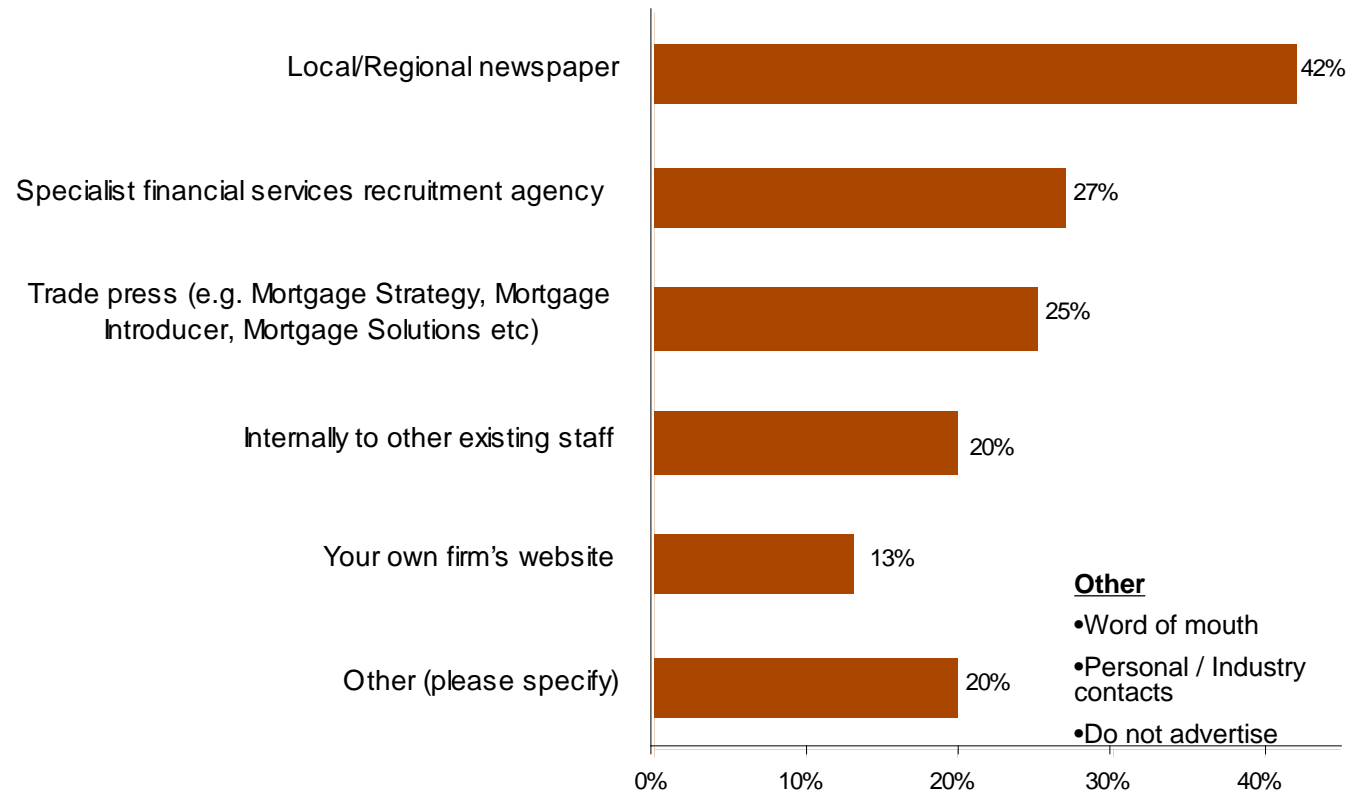
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Methods Of Advertising Vacancies

Local/Regional newspapers are the most popular channel for advertising, however trade press and specialist recruitment agencies have also been of use



Base – Oct 2006 – All Respondents, 205

Q8 - Which of the following would you use to advertise vacancies for new mortgage advisers? Tick all that apply.