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Mortgage Intermediary Census

AMI Top-lines

Impact of the 'Credit Crunch'

July 2008





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Introduction

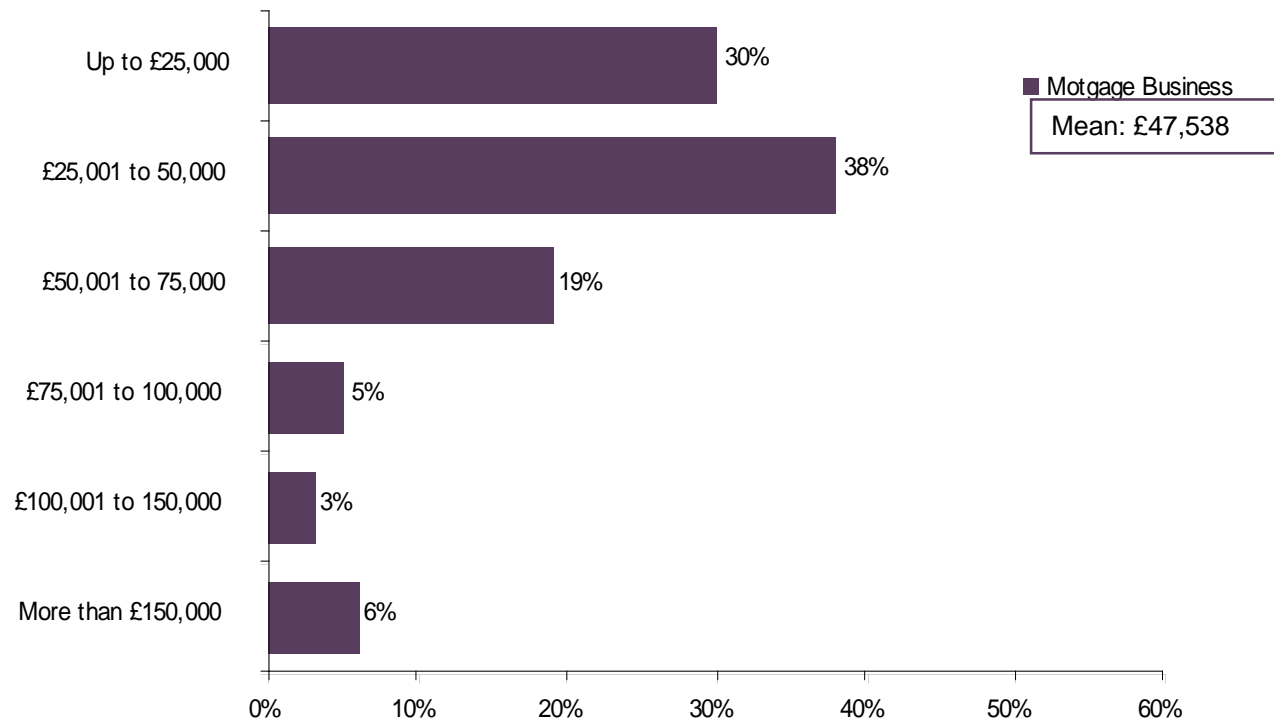
Mortgage Intermediary Census provides a unique source of insights into the attitudes and behaviours of mortgage intermediaries

- In July 2008, the AMI questions focused on:
 - Impact of the ‘credit crunch’ on intermediaries
- 198 advisers participated in the study
- Fieldwork was undertaken between 15th and 25th July 2008



Income generated from Mortgage business

Two thirds of brokers generated £50,000 or less from mortgage business in the last financial year, while 9% generated more than £100,000



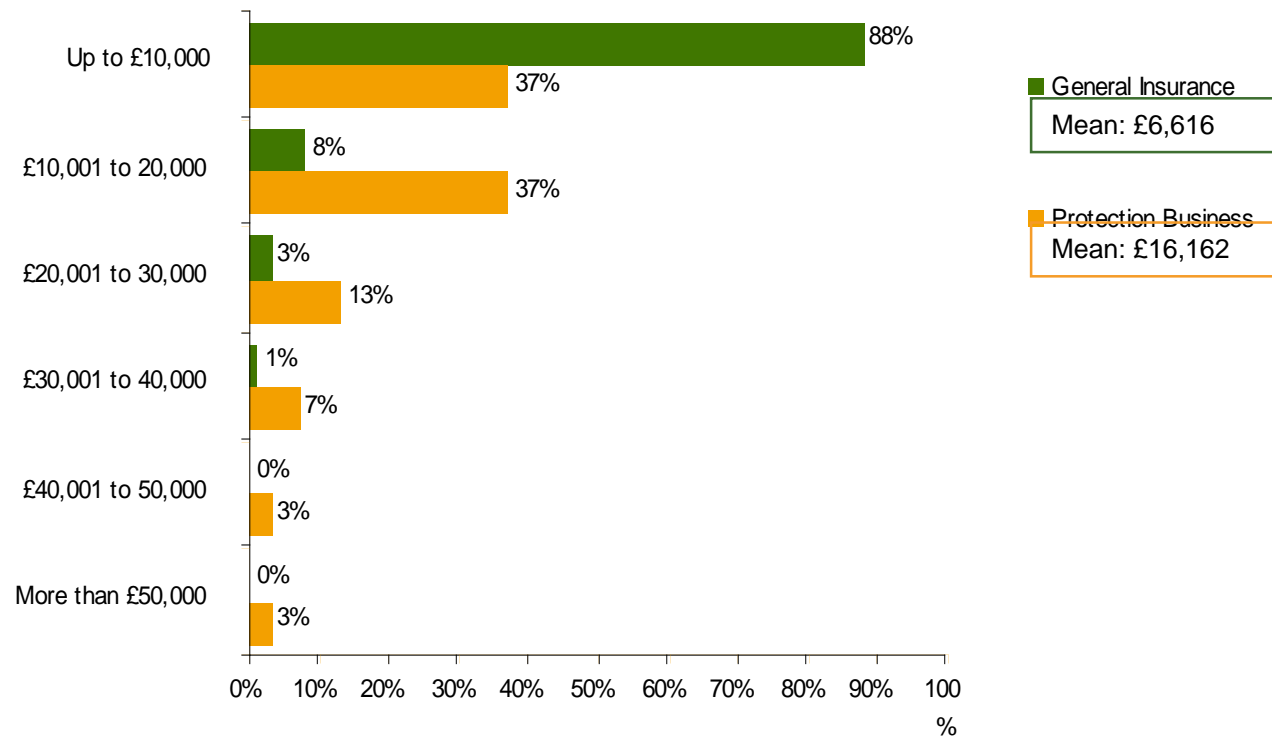
Base: All Respondents (198)

During the last financial year, on average how much income did each adviser in your firm generate from **mortgage business**? If you do not know what the average would be, please answer based on the income you personally generated.



Income generated from GI and Protection

The vast majority generated less than £10,000 from General Insurance in the last financial year; in terms of pure Protection Business, the average income was just over £16,000



Base: All Respondents (198)

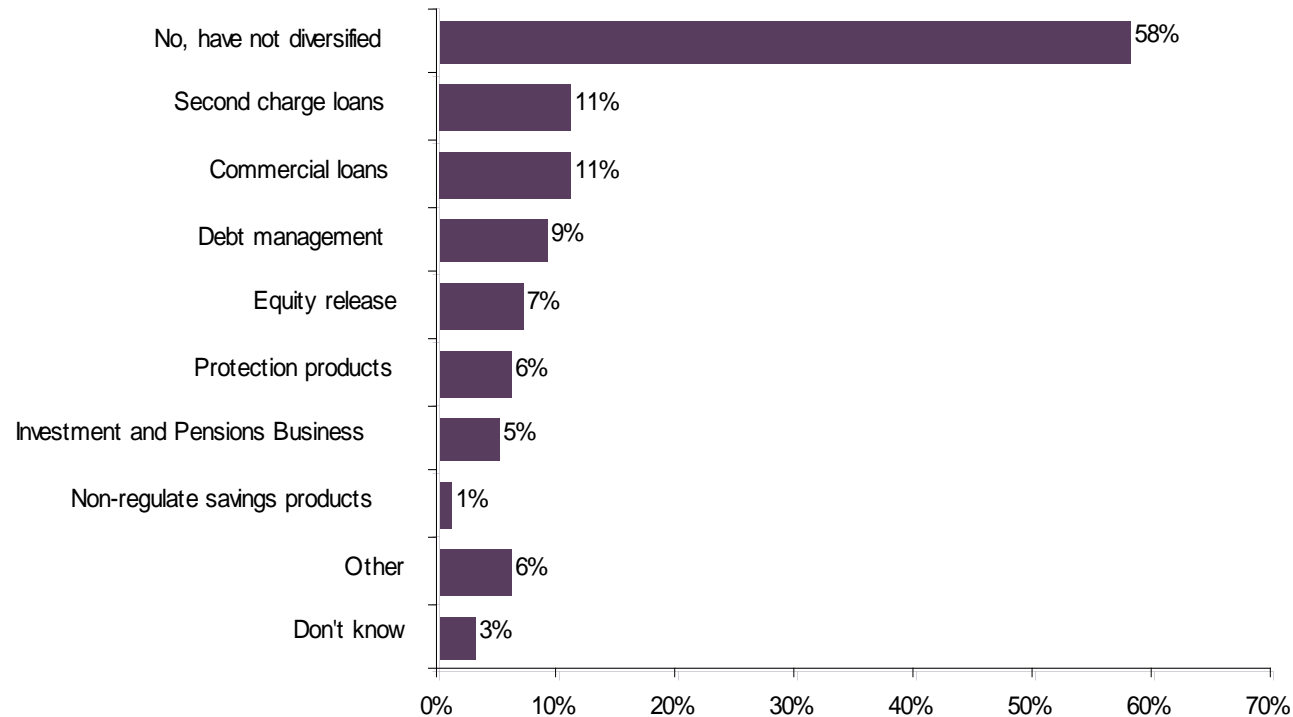
During the last financial year, on average how much income did each adviser in your firm generate from General Insurance and Pure Protection Business? If you do not know what the average would be, please answer based on the income you personally generated.





Diversification into other areas of business

2 in 5 brokers have diversified into other areas of business, such as Second charge loans, Commercial loans and Debt management etc.



Base: All Respondents (198)

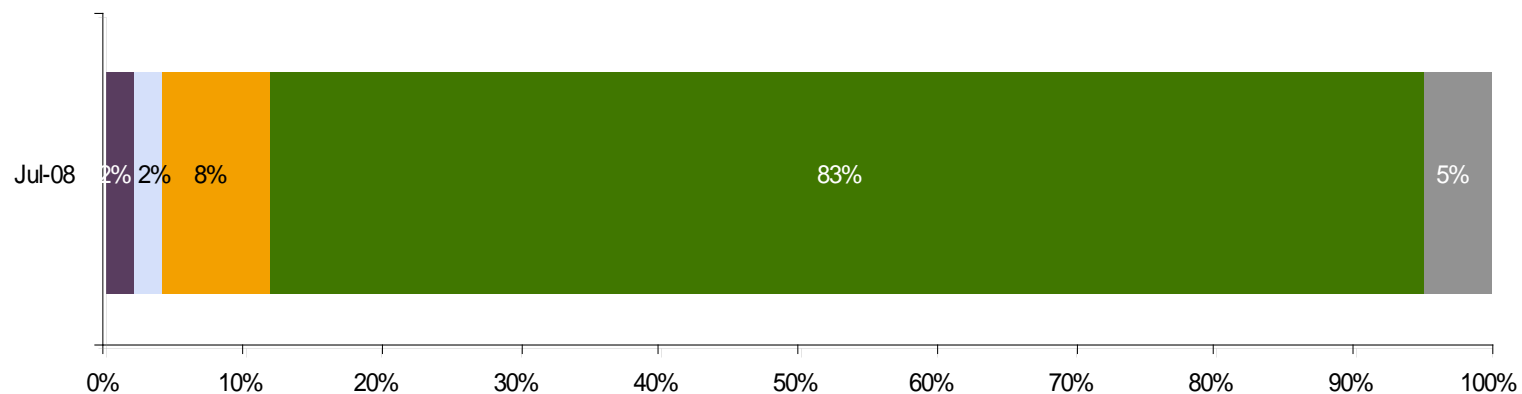
During the last year, has your firm diversified into any of the following areas of business not previously undertaken?





Whether Considered Merging Business

Over the last 12 months, the majority have not considered merging with another intermediary business; only 4% have either already merged or are in the process of merging



- Yes, merged
- Yes, in the process of merging
- Have considered but taken no action
- No, have not considered
- Don't Know

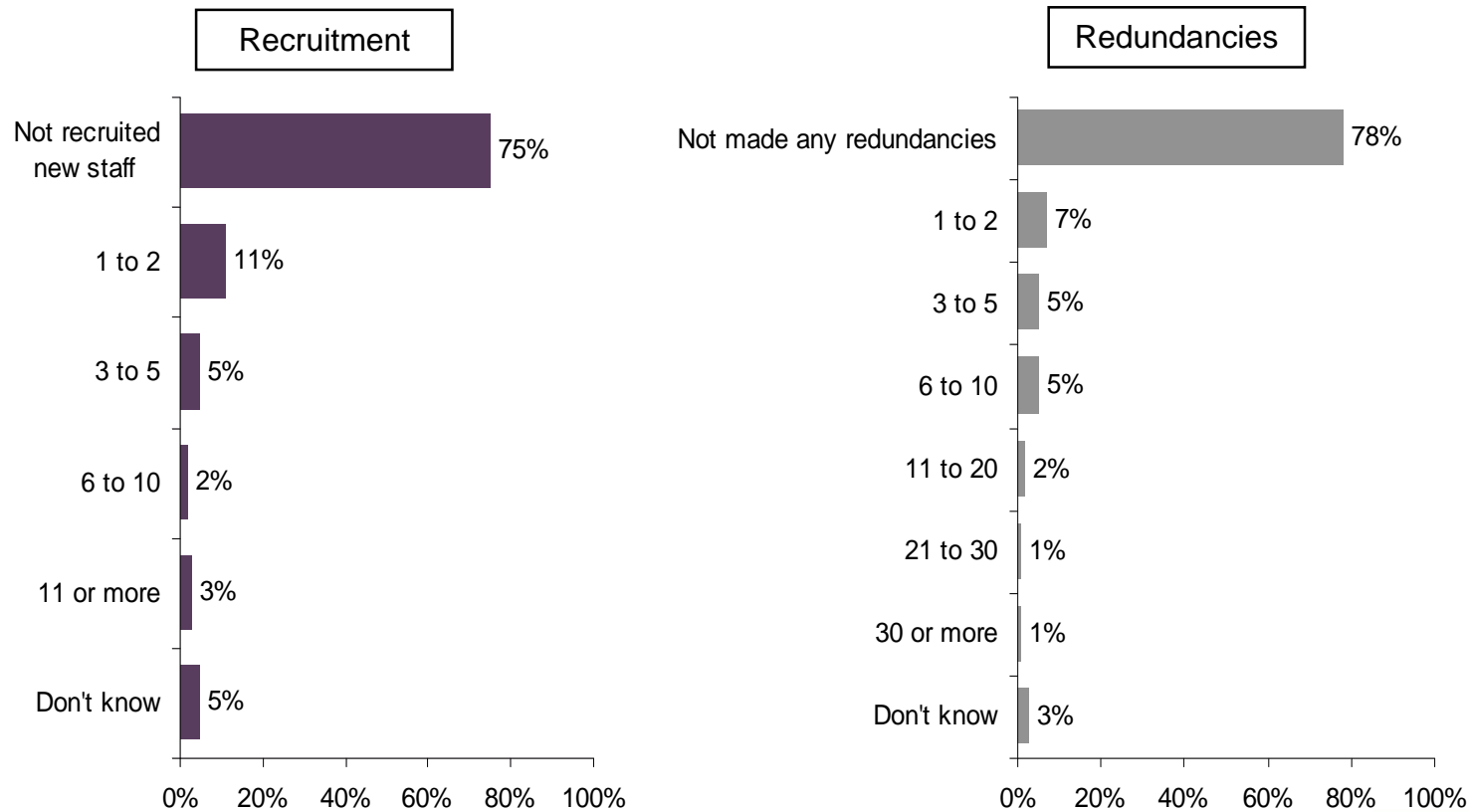
Base: All Respondents (198)

In the last 12 months, has your firm merged or considered merging with another intermediary business?



Recruitment and Redundancies

Around three quarters of brokers have not made any redundancies nor have recruited any new staff; the proportions are more or less balanced

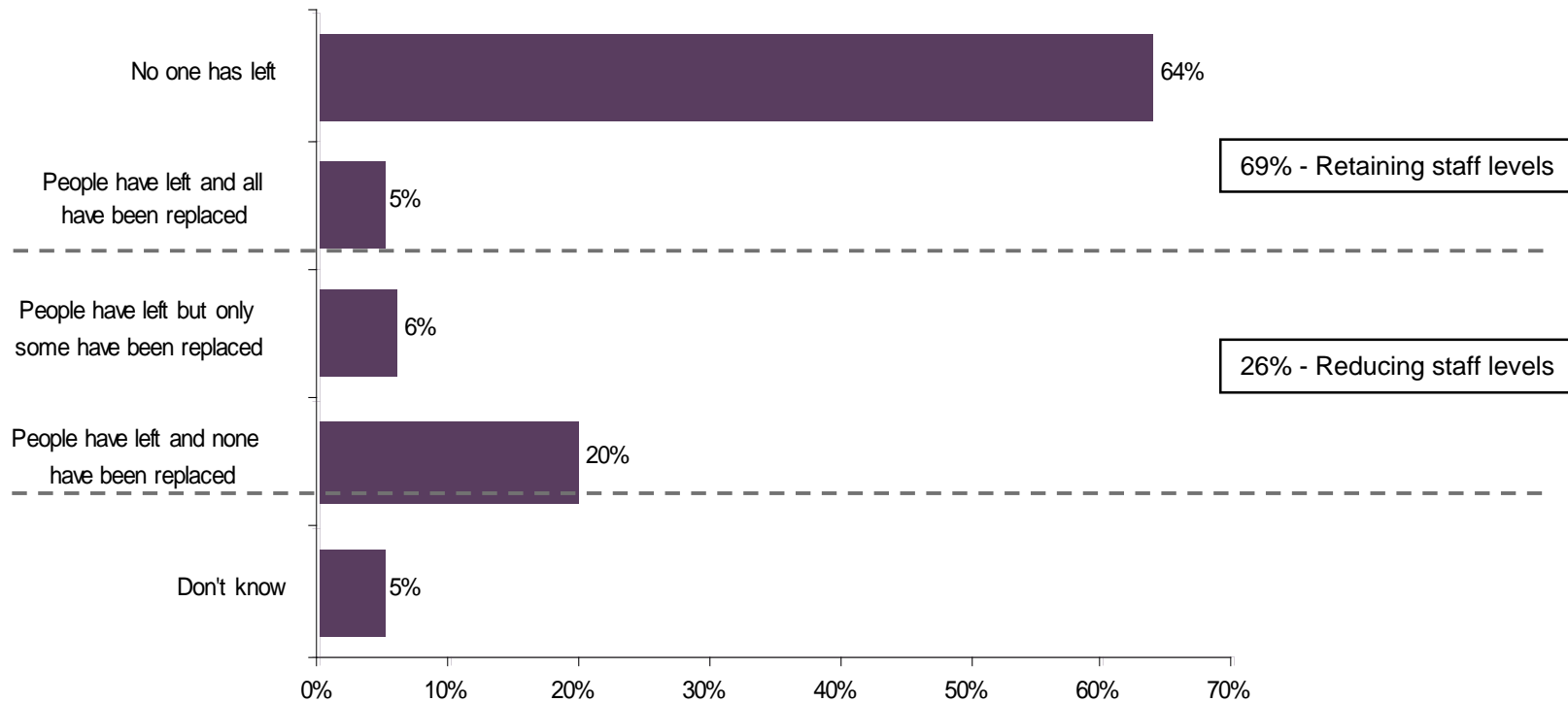


Base: All Respondents (198)
 During the last year has your firm recruited any new members of staff? If yes how many?
 During the last year has your firm made any redundancies? If yes how many?



Staff levels

Despite the challenges facing the mortgage market, over two thirds of adviser firms are managing to retain staff levels, while around 1 in 4 are reducing employees through natural attrition (rather than redundancies)



Base: All Respondents (198)

If people have left your firm by choice other than redundancy, have they been replaced, thereby retaining staff levels?



Contacts

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