Redefining the adviser/network relationship

“We treat our advisers as professionals and focus on what’s right for their clients. We want to grow safely and securely while maintaining personal relationships with our advisers.”

MARKETING

8 WAYS TO LOSE THE SALE
Best Selling Sales & Marketing Author, Charlie Hutton reveals his top tips to close a sale and how to keep your customers for life.

INTERVIEWS

MEET THE DIRECTORS
Go behind the scenes to meet the directors at The Right Mortgage and read about their plans for the new Network.

PROTECTION

NEW FROM LV=
In just seconds give your clients a mind-altering experience with the brand new LV- Risk Reality Calculator...
Opening Doors for Financial Advisers

A common sense approach to compliance

At The Right Mortgage we take a common sense approach to compliance in which our financial advisers’ professional judgement is valued over their ability to tick boxes and write reports. We treat our advisers as professionals and focus on the outcome they are getting for their customers and not on unnecessarily burdensome compliance.

Speak to us to find out how we can help you grow your business.

The Right Network for Financial Advisers
In September we launched our adviser website which we aim to develop into a one stop shop for all the information advisers need to do business including; links to providers, marketing material, sales forms, an adviser forum and training videos.

We’ve welcomed our first advisers from Northern Ireland and Scotland and to help support our advisers outside of the Midlands we are working hard to get our induction course online. Our next quarterly meeting is in November and we look forward to bringing all of our advisers together to share our plans for the business and discuss best practice to help your business grow.

I understand that as a financial adviser you are often busy getting the next sale and have limited time to put your ideas into practice. I’d love to hear your ideas to create more sales and value any feedback given about our service. Please feel free to contact me and I’ll do my utmost to implement any ideas to improve our service to help you and our growing team of advisers.

Meet the Directors
Meet the people behind The Right Mortgage; the brand new Network which promises a refreshing approach for financial advisers.

Protect your business against mortgage fraud
Peter Curran, Director of Strategic Partnerships at Lloyds Banking Group shares his top tips to prevent fraud.

Redefining Compliance
We interview Sharon Crumpton, Compliance Director at The Right Mortgage, to find out how she’s breaking down barriers between advisers and compliance staff.

Recession Proof your business with Estate Planning
The 5 threats you are leaving your clients’ wealth open to if you don’t currently offer Estate Planning.

Top Finance Apps
Are your clients saving for a mortgage? These top apps will help them keep track of their finances.

Do you struggle with protection apathy?
Stuart Mair, BDM at LV= explains how to give your clients a mind-altering experience with the brand new LV= Risk Reality Calculator…

8 ways to lose the sale
Best Selling Sales & Marketing Author, Charlie Hutton reveals his top tips to close a sale and how to keep your customers for life.

Mortgage News
Cameron’s proposal to offer 20% off house prices for first time buyers and Precise Mortgages’ improved lending criteria for self-employed borrowers.

Get social...
Follow us on LinkedIn & Twitter @Right_Mortgage_

For more information about our services please call us on 01564 732 744
Or you can email us: info@therightmortgage.co.uk
Alternatively visit our website: www.therightmortgage.co.uk
Meet the Directors
The people behind The Right Mortgage

You may have read in The Mortgage Introducer in August that, after four years out of the mortgage industry, Martin Wilson is back and has launched an exciting new adviser proposition. Martin founded PTFS in 1994 and by 2008 had established it as the largest independently owned financial services network in the UK. Alongside his wife Amanda Wilson and their business partners Adam and Tania Stretton, the four have launched The Right Mortgage which promises a refreshing approach for financial advisers.

Martin, what prompted your decision to return to financial services?

First of all I missed the camaraderie of lots of people I worked with for over twenty years and secondly I feel that there’s a gap in the market for a network with a refreshing customer-centric approach to financial services that maintains good relationships with its advisers.

What do you feel The Right Mortgage offers that other Networks do not?

The main thing we’re all passionate about is creating a partnership offering where brokers feel valued and supported. We have a whole of market proposition and provide our advisers with full marketing and compliance support. With regards to compliance, we have a fresh approach in which our financial adviser’s professional judgement is valued over their ability to tick boxes and write reports. We treat our advisers as professionals and focus on the outcome they are getting for their customers. We don’t put unnecessary barriers in the way of doing business. The Right Mortgage is also part of a growing ‘Right Group’, which includes The Right Will and Estate Planning, so our advisers have plenty of opportunities for expanding their portfolio of financial services.

“ We are looking for good, professional mortgage brokers who have a sensible approach to compliance. For us it’s about treating mortgage brokers as professionals and not as children.”

Martin Wilson

Adam, as an active financial adviser, what do you feel are the key challenges facing Mortgage Brokers today?

Lender criteria and how it fits with affordability; there’s no standard across lenders and they all have different calculators. Things are starting to settle down a bit post-MMR but we need consistency in the market. I also think there needs to be more dialogue between lenders and advisers, too often we hear about brokers being struck off panel with no warning and no discussion.

No one minds doing the job right and everyone wants to trade safe, so if lenders discussed problems with brokers and firms we could look at trends and common themes and put training in place to address any issues. Then there are the usual
complaints we all have, like having to hold for half an hour to speak to someone at the end of the phone and waiting weeks for underwriters to look at an email.

Understanding these frustrations, I have no intention to make it any harder for advisers to do business and we’re constantly striving to streamline our systems and make things simple. We’re currently developing our online training site which will be a one stop shop for everything our advisers need and it’s something we’re all really excited for.

“Amanda, why do you think so many people are moving networks?”

One thing I hear all the time is that advisers feel like a ‘number’ and they aren’t getting the support they want. A lot of networks don’t pick up the phone and talk to their advisers or answer their queries. At the end of the day advisers are our customers and it’s important to look after them and give them the support they’re paying for.

Building up Personal Touch over 14 years and watching the industry carefully since we left the business, we’ve had plenty of time to listen to what advisers say and study what’s happening with other networks. We feel that we know what advisers are looking for in a network and will continually develop our proposition based on their feedback.

Tania, The Right Will is fast becoming one of the largest Estate Planning providers for financial advisers, what do you attribute the success to and how will you replicate this with The Right Mortgage?

We started The Right Will because we knew there was a gap in the market for a simple and straightforward approach to Estate Planning for financial advisers. We’ve developed the business based on our adviser’s feedback and we are constantly evolving to make our process as simple as possible, allowing advisers to have more time to do what they do best; sales and building relationships with their clients.

A successful business depends on creating quality relationships with your clients and it’s fantastic for me to see the friendly and approachable environment we have in The Right Will being replicated in The Right Mortgage. So for me a key part of making The Right Mortgage a success will be ensuring that we listen to what our advisers say and continually adapt to meet their needs; keeping our processes simple and building long lasting relationships.

As a company what are your plans for growth?

We want to grow safely and securely while maintaining personal relationships with our advisers. We are ambitious but at the same time we have no desire to become a huge faceless corporation. We are looking for good, professional mortgage and protection advisers who have a sensible approach to compliance and want to be part of a friendly and successful team.

“The Right Reasons to join The Right Mortgage”

- A refreshing approach to compliance; treating you and your clients fairly.
- Totally independent access to the whole market place.
- Easy transition and authorisation process.
- Competitive fee & retention structure; monthly fee only £150 per adviser.
- Monthly fee includes full PI cover with low excess plus access to The Key CRM system and full compliance support.
- Optional quarterly training meetings.
- Marketing support & business development workshops.
- Access to additional income streams from our partner Companies; The Right Will and U-Tax.

Tania Stretton

“Adam Stretton”

There needs to be more dialogue between lenders and advisers, too often we hear about brokers being struck off panel with no warning and no discussion.

Amanda Stretton

“We want to grow safely and securely, while maintaining personal relationships with our advisers”

Tania Stretton

The Right Reasons to join The Right Mortgage

- A refreshing approach to compliance; treating you and your clients fairly.
- Totally independent access to the whole market place.
- Easy transition and authorisation process.
- Competitive fee & retention structure; monthly fee only £150 per adviser.
- Monthly fee includes full PI cover with low excess plus access to The Key CRM system and full compliance support.
- Optional quarterly training meetings.
- Marketing support & business development workshops.
- Access to additional income streams from our partner Companies; The Right Will and U-Tax.

Find out more

For more information about our services call us on

01564 732 744

Or you can email us: info@therightmortgage.co.uk
Alternatively visit our website: www.therightmortgage.co.uk
Protect your business against mortgage fraud
by Peter Curran, Director of Strategic Partnerships, Lloyds Banking Group

Of the many changes the mortgage market has been through over the last five years, one important development has been the refocused proactive effort against the impact of mortgage fraud. Analysis from the regulator revealed that almost half of new mortgages issued between 2007 and March 2010 were provided without a customer having to verify their income. The requirements of the MMR will not only address fraud but crucially ensure that consumers are in the best possible position to manage their monthly repayments both now and in the future.

Figures released by the National Fraud Authority in June 2013 show that the threat from fraud continues to have a damaging effect on the country with estimated losses of £52 billion this year. Closer to home, data from National Hunter, an anti-fraud data sharing system used by some members of the financial services industry, shows that in 2012 there were 6,621 mortgage cases flagged as fraudulent, with an average advance of around £121,000.

The five most common cases of mortgage fraud include:

1. Credit abuse, which includes the non-disclosure of live credit facilities, adverse and false address history.

2. False income, where the income is not validated or supporting documents are falsified or inconsistent.

3. False employment, which may include the naming of a fictitious employer to progress an application.

4. False self-employment, when the company’s trading position is false by either wrongly stating the income or the business may not even exist.

5. Scheme abuse occurs where a fraudulent attempt is made to secure an attractive rate or to manipulate lending criteria to obtain products that were not designed to accommodate the true circumstances of the customer and his/her intended use of the property.

In 2012 6,621 mortgage cases were flagged as being fraudulent, with an average advance of around £121,000.

Ways to protect yourself and your business

- Look for any undeclared addresses or breaks in continuous address history.
- Ensure that the credit searches reflect all declared residential addresses.
- Check the sales particulars of the property being purchased – is it being advertised for sale? Is it being advertised for rental by your client before completion when he or she is applying for a main residence loan? Retain a copy of the agent’s sales particulars on file.
- Is the purchase price reasonable? Use websites to check sales in the locality?
- If it’s a Let to Buy application, a sense check should be done – are you advising on the new purchase, and if not, why not?
- Also for Let to Buy, why is the customer moving? Where is the customer moving to? Is the commute distance feasible?
- Check to see if the employer exists. Consider using third party sites as an aid to this exercise. Do the contact details match those provided by the client?
- Income confirmation – retain evidence of income throughout the process.
- The Land Registry advises you to ensure that any unencumbered properties owned by your clients are registered to help prevent property fraud.
- Advise your clients to notify the Land Registry of their new address so that contact details may be updated on any second properties or Buy to Let properties.
We constantly strive to improve and be a business that advisers enjoy working with. Compliance doesn’t need to be complicated; if we consider that it’s really there to protect customers, then it should be common sense. We don’t cut corners here, we do everything necessary so our advisers can trade successfully and safely, but at the same time we don’t put unnecessary layers in the way.

Can you give an example of what you mean by unnecessary layers?

I think the most obvious example is suitability letters. Overly long reports reduce a customer’s ability to consider the recommendation being made, so why are some networks insisting on 20 page suitability letters? It’s nice to be with a firm that takes a sensible approach to compliance, we need to put customers first and find suitable solutions for them without over-burdening advisers.

Sharon Crumpton

Where did you work before The Right Mortgage?

I have over 28 years’ experience in Financial Services, with 12 years in senior compliance roles. Primarily to date I have focused my support towards regulatory risk management and professional development, with other roles including direct sales, marketing, customer services and business development.

During my career I have represented highly recognised and respected financial services institutions such as Britannic Assurance, Wesleyan, Johnson Fleming, and have experience of working in IFA and mortgage brokers, including Personal Touch Financial Services network. I have also been an adviser so I understand things from the front line too – which I think is very valuable!

Do you feel there’s a bit of a ‘them’ and ‘us’ mentality between advisers and compliance staff?

I’ve certainly never felt that way, but I can understand where the sentiment may come from. I think the problem isn’t with compliance itself, but lack of support and barriers that are sometimes put in the way.

Compliance doesn’t need to be complicated; if we consider that it’s really there to protect customers, then it should be common sense. We don’t cut corners here, we do everything necessary so our advisers can trade successfully and safely, but at the same time we don’t put unnecessary layers in the way.

We don’t cut corners here […] but at the same time we don’t put unnecessary layers in the way. Sharon Crumpton

What sort of ethos would you like to develop in The Right Mortgage?

I strongly believe that education and support is vital, clients must understand the products sold to them. The recommendations must be appropriate for their needs and at the same time advisers must understand what is expected of them, so training advisers is high on my agenda. You mentioned ‘them’ and ‘us’ earlier and that’s the exact opposite of what I’d ever want here. At the end of the day regulation is in place for a reason and if we have simple and effective procedures in place it’s easier for both us and our advisers to do business.

We’ve worked very hard to make our process as effortless and streamlined as possible. With the mortgage market picking up again and our launch, this is a really exciting time and I’m passionate about continually improving what we do to make us a firm that advisers enjoy doing business with.

We constantly strive to improve and be a business that advisers enjoy working with.

Have you entered the Broker Zone yet?

Resources and extra earning opportunities for Brokers and Financial Advisers – Don’t forget to add yourself to the public adviser directory!
In April 2011 the Right Will and Estate Planning was launched, promising a simple Will and Estate Planning service for financial advisers. Just over three years later, The Right Will is now one of the largest Estate Planning providers in the UK, with over 450 financial advisers using their service. Although the mortgage market is on its way up, the recession has illustrated to many brokers the importance of having a diverse range of services on offer and more and more brokers are adding Estate Planning to their portfolio. So what is Estate Planning and how could it benefit your financial services business?

What is Estate Planning?

Whereas a simple Will enables a person to specify who they wish their assets to pass to on death, professional Estate Planning goes one step further by ensuring that these assets are protected for the intended beneficiaries. As a financial adviser you work hard to protect your client’s wealth in their lifetime, but if your client’s do not currently have a Will and Trust in place then their entire Estate is under threat by five risks:

Five Threats you aren’t protecting your client’s against

- **Generational Inheritance Tax**
  Whilst many people are aware that Inheritance Tax is 40%, not so many people are aware that the inheritance you leave can be taxed for generation after generation. So in effect not only will your children pay 40%, but as your inheritance is passed down the generations, so too will your grandchildren and so on until there is no inheritance left.

- **Long Term Care**
  1 in 4 of us will require long term care at some point in our lives. If you own more than £23,250 in assets, you are liable to pay all of your care costs, even if you have to sell your family home to do so. By placing a property and assets into Trust in a client’s lifetime, they could be protected from being means tested for care fees, thus protecting the family home.

- **Divorce and Bankruptcy**
  With almost half of marriages in the UK ending in divorce, have you ever considered what would happen to your children’s inheritance if they get divorced in the future? Or what if they invested their inheritance in a business and became bankrupt? By leaving assets to beneficiaries in a Trust it ensures that their inheritance is held outside of their Estate and so cannot be attacked by the courts in divorce or bankruptcy settlements.

- **Marriage after Death**
  If your partner re-marries, everything you leave to them will become jointly owned with their new spouse. Have you considered what would happen if that new marriage breaks up? Or what if the marriage lasts and the new partner outlives your spouse? Simply setting up a Trust alongside your client’s Will ensures that their partner will benefit completely from their assets and that their money will be passed down their own bloodline and not to a new family.
Benefits to Financial Advisers

1) Upfront Commission with no clawback
With The Right Will the average commission for an Estate Planning package is between £500 and £800. For higher net-worth clients it is considerably higher.

2) Realise the potential of your client bank
Offering a Will and Estate Planning service is the perfect reason to re-engage with clients, gain referrals and open the door to more financial business.

3) Market your clients in a non-regulated environment
Right Will advisers gain access to a full marketing suite containing; brochures, posters, guides and fact sheets which can be used at the point of sale or sent to customers. All of which can be edited with your own company name and contact details.

4) Tap into a huge market
70% of people – including your clients – don’t have a Will and even less people have appropriate Estate Planning in place. This is a huge untapped market of potential clients.

“Having been bored, demotivated and confused by the Society of Will Writers, I now know what to do. Well done.” Matthew Cassar – Derby Financial Services

Bernie Crozier, Financial Perspectives Ltd

The Right Reasons to join The Right Will

- No monthly Charges
- Upfront commission
- Excellent commission rates
- Full P.I cover up to £2.5m
- Full marketing suite
- Online training

Find out more
For more information about our services call us on:
01564 732 740
Or you can email us: admin@therightwill.co.uk
Alternatively visit our website:
www.rightwilladviser.co.uk

autumn 2014
Are your clients saving for a mortgage? These top apps will help them keep track of their finances.

by Jennifer Stretton, Marketing at The Right Mortgage

**UK Salary Calculator (£0.69)**

This is a great one if your client has just got a new job and wants to figure out how much money they have after tax, student loan, pension contributions and the like. Simply put in your gross salary and it works out the rest.

**Account Tracker (£1.99)**

This clever app allows you to monitor multiple bank accounts on one screen. The account icons even change colour according to your relative financial health.

**Check Bills & Money (free)**

This app has it all. You can pay all your bills on the go and the automatic organiser and money tracker also provides real-time alerts and allows you to keep tabs on your investment portfolio.

**Expensify (free)**

Getting your expenses done has never been so easy – this app allows you to take a photo to turn your receipts digital and compile a report which you can email to your boss. You can also upload business cards and track purchases.

**Savings Goal (free)**

Saving for a house? A car? Or maybe a fancy summer holiday? Check out Savings Goals which allows you to enter a target amount and date and then creates a saving schedule and tracker.

**Toshl Finance (free)**

Toshl, with its little ‘savings monsters’ and easy-to-use budget planner really comes into its own when you take it abroad: allowing you to track spending in the currency and do conversion calculations.
Do you struggle with ‘protection apathy?’

In just seconds give your clients a mind-altering experience with the brand new LV= Risk Reality Calculator...

by Stuart Mair, Business Development Manager at LV=

With client apathy one of the main challenges for the protection industry, many advisers regardless of their experience, will probably have heard...

“I’ve got more important things to worry about...
It won’t happen to me...
I don’t want to think about it...
It’s confusing...
I’ll get round to it later...
I don’t see why I really need it”.

If your client doesn’t understand and buy in to the importance of protection, then they won’t buy into your recommendations. They’ll hope the unthinkable won’t happen to them, politely ignore you and move on.

Frustrating isn’t it? They desperately need to have financial protection, but simply don’t want it.

Protection becomes personal, immediate and real

There is an easier way. We’ve built the LV= Risk Reality Calculator to be a simple and powerful online tool to help you and your clients. Enter just a few personal details about your client at: riskreality.co.uk/gen.

Then through four arresting numbers, the LV= Risk Reality Calculator shows the likelihood of them suffering a longer term or serious illness, or dying before a chosen retirement age.

Financial protection priorities and income protection

Instantly, your clients will grasp the importance of financial protection. And although many of your clients may expect to discuss their life cover the results can help them realise there is often a far greater need for income protection!

Using the results as a guide, you can use them to kick start an eye opening conversation about what’s really important to them and the value of your financial advice. And the calculator automatically generates a personalised risk report which you can print, email and share.

It’s quick, simple and easy

Advisers who’ve seen the calculator say it’s a genuine ground breaker and very quickly started thinking about how to introduce the calculator into their way of working. What’s great is that the calculator is so simple, flexible and easy to adapt, it can be slotted into any advice process.

• Sells the need for protection, without you having to.
• Makes your protection conversations more personal.
• Enables you to explore different types of protection.
• Demonstrates your value as an adviser.

Give it a go

Whether you’re new to protection or a seasoned protection adviser, the LV= Risk Reality Calculator can work for you. So give it a try with your clients and use riskreality.co.uk/gen or speak to your LV= account manager to find out more.

And for more information on our comprehensive range of income protection products, visit our adviser centre LV.com/adviser

by Jennifer Stretton, Marketing at The Right Mortgage
8 ways to lose the sale

As an author, consultant and entrepreneur, Charlie helps professional advisers to create their first killer sales funnel that brings in the big bucks, even if they hate cold calling and are fed up of networking.

by Best Selling Sales & Marketing Author, Charlie Hutton

Brokers and advisers who sell products face to face often lose sales by making all too common stupid mistakes. You could be making similar blunders when talking potential clients through a mortgage product and it might be costing you dearly.

What are the consequences of just one mistake?

If you average a commission of £2,000 on a house and you fix one flaw that creates one more sale per month, you’ve just given your business a £24,000 per year gross raise. Not bad. Don’t fix the mistake and you’ll continue to make £24,000 LESS than you could have.

Here are 8 mistakes brokers and advisers make, score yourself and see how many mistakes you are currently guilty of making:

1) Not knowing your customers.

This goes beyond listening – this is knowing the real reason why they buy. For example, a sales person selling a weight loss plan will be told by a customer that they want to be healthier, but the REAL reason that customer is looking at the plan is because she’s afraid she’ll lose her spouse if she doesn’t drop the pounds.

The lesson: Dig deeper. Find out the real motivations behind your customer’s actions. Get inside their head and walk a mile in their shoes.

2) Not handling objections

The customer has a question or an objection you can’t answer – what happens? Often the sale is lost right then and there. But if you can handle objections, the sale is won.

The lesson: You’ve got to anticipate and handle objections before they even occur. What are the reasons your prospect is likely to hesitate? What are your customers’ fears? Worries? Objections? Bring them up and answer them right in your sales presentation or in literature before the meeting happens and your sales will increase.

3) Presenting features and forgetting benefits

No doubt you already know the importance of presenting benefits, not just features. For example, a feature of steak is nice marbling, the corresponding benefit is melt in your mouth tenderness. Relying on features only to make a sale seldom works because the customer’s senses and emotions are not involved.

The lesson: This one’s easy – don’t assume your prospect will know the benefits of your features. Instead, clearly present the benefits of your product in such a way that the prospect can clearly imagine having those benefits for himself.

4) Not building in value

When you can show that the price of the product is a mere pittance compared with the VALUE of the product, the sale is won. Sadly, many sales people do a lousy job of this.

For example, a £500 day at the spa might seem expensive, but if it means more energy, more health, a more youthful appearance, feeling terrific, feeling invigorated, being envied by your friends, having an amazing day you won’t forget, etc., the £500 can seem like nothing.

The lesson: Think of it as asking the prospect to pay pennies to get pounds – who will say no to that? Now find a way to present your product or service where the value is so much greater than the price, the prospect would be crazy to say no.

6) Not asking for the sale

Countless sales are lost simply because the sales person is afraid to ask for the sale. Does this sound familiar; you get a lead, you contact that lead several times before finally getting an appointment, you drive to their office, you wait in the lobby, you finally get to make your presentation, and you walk away empty handed, all because you didn’t ask for the sale.

The lesson: ASK for the sale. Tell them to take action and make the investment that’s going to make them happy for a long time to come. Tell them and then tell them again. It’s okay – they WANT you to guide them, so do it.
7) Not following up with the customer after the sale is made

You’re walking on air, so happy you’ve made the sale. Time to move on to the next prospect, right? Well, yes and no. While you always want to be looking for new customers, you also want to take care of and service your existing customers. Repeat business is far easier to get than the initial sale, but you’ve still got to earn it.

The lesson: Follow up. Send a series of emails filled with tips on how to get the most out what they’ve just purchased. Continue to build the relationship and earn their trust and instead of a one time sale, you can get a customer for life.

8) Not following up even if a sale isn’t made

You’ve begun to build a relationship with a prospect, but the prospect buys elsewhere. Now what? Should you forget the prospect? 99% of sales people do. But whatever the product is, the customer may be dissatisfied with their purchase, or may want to purchase another variation in the future. Either way, it pays to stay in touch with that prospect even if they don’t buy. Sometimes staying in touch pays off in surprising ways, too. A prospect who didn’t think your product was right for her may think it’s perfect for a friend or colleague.

The lesson: People you present to and don’t buy. You follow up with them a dozen times and they still don’t buy your product. But that doesn’t mean they might not be a good prospect for a different product / service, or might even recommend you to a friend. Always leave the door open and continue to build the relationship.

How many did you score?

If you’re currently making 2 of these mistakes or less, pat yourself on the back because you’re doing far better than average. Now go fix those mistakes and close even more sales.

Making 3 to 4 mistakes? Don’t feel bad - you’re not alone. Choose one thing to correct and do it right now, then commit to fixing the rest within the next 14 days. Committing more than 5 of these mistakes? It’s time to face facts - you need to make some major changes or you’re never going to become a seasoned sales person. Sit down and write out a plan for rectifying your situation, then put it to work.

And take heart - even the best marketers and sales people made some major mistakes in the beginning. The important thing is that you never give up, and that you not only learn, but you also implement what you learn as quickly as possible.

Free Audio CD

A Hands-free, Three Step Conversion System for Converting Cold Leads Into Hot Prospects...

…and I mean smoking hot buyers that will blow the lid off your sales and profits

• Get the exact name and email address of every man, woman and child who is ever likely to become one of your customers.

• The one thing you can do to instantly make your marketing a success. (Hint: It has NOTHING to do with cold calling or going to early morning breakfast events).

• How to use cheap little online ads to generate an enormous number of daily leads.

• How to turn those leads into hot qualified customers while simultaneous helping them A LOT.

This new CD is FREE exclusively for readers of The Right News!

To get your copy this week please visit: www.charliehutton.co.uk/the-right-news

“Sometimes staying in touch pays off in surprising ways too. A prospect who didn’t think your product was right for her may think it’s perfect for a friend or colleague.”
Looking to boost your income?

Then look no further than U-Tax

Earn extra £££ by becoming an accountancy introducer

U-Tax is a highly successful market-leading provider of accountancy services and tax planning solutions for sole traders, self-employed (including financial advisers) and small to medium sized businesses.

As a Right Mortgage adviser, you will have access to our services and the opportunity to act as an intermediary and earn yourself substantial extra income on an annual basis.

We’ll pay you commission for each completed case you generate from your clients on the services below:

- Company formations
- Company accounts
- VAT returns and registration
- Self assessment tax returns
- CIS tax returns
- Payroll

How you benefit from U-Tax services:

- Save your clients thousands of pounds each year
- Earn yourself hundreds of pounds per case
- Benefit from renewal and referral commissions
- Full training & support provided

If you’d like to develop this proposition further then please contact Martin Wilson on 07850 039 052 or email martin.wilson@u-tax.co.uk and we can work with you to develop a more comprehensive marketing plan.
Mortgage News

First time buyers under 40 will be given a 20% discount on new homes if Tories are re-elected in 2015.

Speaking at the Tory annual conference David Cameron has publicly announced plans to build 100,000 homes across the UK which will be offered at a 20% discount to first time buyers. The homes will be made cheaper by building on brownfield sites and exempting the construction from certain taxes and certain regulations such as the new zero carbon regulations that are coming in.

First time buyers purchasing through this scheme will also be eligible for the help to buy mortgage scheme, further aiding affordability.

Accusations of vote buying aside, there are some serious reservations about the scheme with many fearing that developers will simply inflate the price of the new homes. Developers don't artificially inflate the price of the new homes to assist those in 'non-standard' employment to become home owners.

It may surprise you but according to Alan Cleary, managing director of Precise Mortgages, self-employed borrowers have a lower likelihood of going into arrears than a PAYE borrower [1], hence why Precise are willing to lend to self-employed people with only 1 year’s accounts and no minimum trading period.

“Performance of our mortgage book coupled with evidence collated by our credit team show that the extra information being demanded from self-employed applicants is not justified.” [2]

(Alan Cleary, Managing Director of Precise Mortgages)

Precise Mortgages’ new self-employed lending criteria is as follows:

- One year’s certified accounts or SA302
- No minimum trading period
- LTVs up to 85%
- First charge residential rates start from 2.97%
- Second charge residential rates start from 4.95%
- Purchase and re-mortgage products available for first charge.

What you’ve been speaking about...

FCA to start phone tapping?

There has been a good deal of conversation around Mr Wheatley’s suggestion that regulators should be given powers to use phone tapping as a method of surveillance in its investigations. This suggestion was made during a Treasury Select committee hearing on the 9th September when, asked by Labour MP John Mann if there were any additional powers the FCA wanted, Wheatley replied ‘There are certain areas which are not part of the UK regime that are part of the US regime, so the use of wire tapping and court intelligence to obtain evidence.’

Understandably this suggestion hasn’t gone down too well in the adviser community with many expressing disbelief (to put it mildly) at the proposal. As the law currently stands in the UK it is only the police, custom officers and security services such as MI5 who are allowed to tap telephones and they must first gain permission to do so from the Home Secretary so it looks unlikely The FCA will be granted these powers any time soon...

Natwest Panel Removal

On Cherry quite a few advisers have been complaining about being removed from panel by Natwest with little or no clear indication why. Some advisers have indicated this could be to make room for the extra 800 advisers Natwest are training up to sell mortgages, however it seems more likely the glut of advisers being pushed off panel is a fall out from the suspension of the network Financial Ltd by Natwest.

Financial Ltd has been suspended while they are being investigated over mortgage related issues with the FCA and hence all brokers within the network have also been suspended.

Advisers dismissive of ‘pocket change’ fine for RBS

The Royal Bank of Scotland’s £14.5m fine for poor mortgage advice has been dismissed by mortgage brokers as ‘pocket change’. Of 164 sales that were reviewed by the FCA, only 2 of the cases were deemed compliant with branch advisers failing to take into account the affordability of the clients. Many brokers are questioning why the bank’s internal advisers are able to continue trading at all and it’s hard to imagine a broker firm being dealt with quite so leniently. However, shaken confidence in the bank has strengthened the case for intermediaries which will hopefully increase the number of those seeking independent advice.

Your clients are covered for more with PruProtect

The average number of conditions that typical Critical Illness policies cover is 42*.

But if your clients choose PruProtect’s Primary Serious Illness Cover, they’ll be covered for 102 conditions. And if they choose Comprehensive Serious Illness Cover, they’ll be covered for 166.

PruProtect will pay out some of your clients cover for illnesses that are less severe or advanced. That means they pay out when other insurers might not.

*Defaqto. May 2014

PruProtect cover all heart attacks and all strokes on both their Primary and Comprehensive Serious Illness Cover. Their Comprehensive Serious Illness Cover also covers more cancers than any other insurer in the UK*

* Source: PruProtect Research