

mortgageclarity

Unlock your next opportunity with easy-to-use web-based dashboards

In partnership with



ISSMI 

www.issmarketintelligence.com



Welcome to Mortgage Clarity

Mortgage Clarity is the leading provider of distribution analysis and insights on the UK Mortgage Market, in partnership with UK Finance.

With unparalleled insights into lender performance across 96% of the regulated UK mortgage market, constituted by UK Finance member organisations, our solution brings a wealth of mortgage intelligence to give you the competitive power in today's fast-moving market.

Mortgage Clarity provides lenders the ability to analyse application and completion transactions across residential and buy-to-let mortgages, deploy effective distribution strategies and improve sales conversions.

Simple, flexible, easy-to-use analysis

Mortgage Clarity Dashboards gives intermediary sales, marketing and managers a quick, simple view of key metrics and mortgage broker performance. Covering eight different data modules, from residential and buy-to-let, applications and completions to product transfers, all in readily available pre-set data reports enabling you to access data most relevant to your role.

Our dashboards contain a range of tools and functionality to ensure you can get the most out of the available intelligence. The geo mapping tool allows you to target a specific territory or region, for greater activity planning. You can get deeper analysis with our comprehensive contact level information down to broker office level. The interactive graphs and tables help to visualise the data, supporting with identifying new opportunities and trends, or compare and contrast brokers within a particular territory or region.

Bringing a wealth of intelligence through dynamic web-based dashboards, Mortgage Clarity gives you access to the data you need to succeed tomorrow.

How Mortgage Clarity helps your business

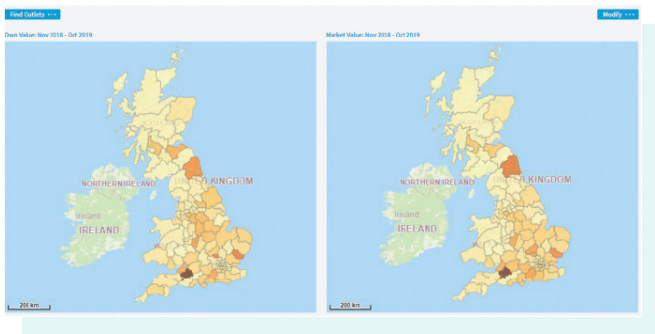
My Top 20 Firms by Biggest Increase in Market Sales Volume

FIRM	Firm Name	Mkt Val	Mkt Val Chg	Vol Share	Vol Share Chg	Own Vol	Own Vol Chg	Trend
00170	Abacus Financial Services Ltd	8,371	8,385	3.2%	3.2%	204	204	
00000	Abacus Financial Services Ltd	34,805	3,510	2.8%	-0.5%	1,383	348	
00040	Mortgage Ltd	4,868	2,388	1.8%	-0.7%	83	71	
00020	Mortgage Finance Ltd	3,313	2,205	3.2%	-0.7%	389	139	
00010	Mortgage Finance Ltd	1,759	1,107	0.0%	-0.0%	0	0	
00000	Mortgage Finance Ltd	1,764	1,203	6.8%	-2.8%	118	60	
00000	Mortgage Finance Ltd	1,159	890	3.0%	-0.7%	35	15	
00000	Mortgage Ltd	881	854	2.0%	-0.8%	20	18	
00000	Mortgage Finance Ltd	4,380	410	3.1%	0.4%	104	14	
00000	Mortgage Finance Ltd	1,023	578	1.0%	0.7%	10	9	
00000	Mortgage Finance Ltd	827	570	3.3%	-0.3%	21	21	
00000	Mortgage Finance Ltd	802	527	3.0%	-0.0%	18	18	

Filter top 20 brokers by pre-defined variables like "increase in market sales"

Sales

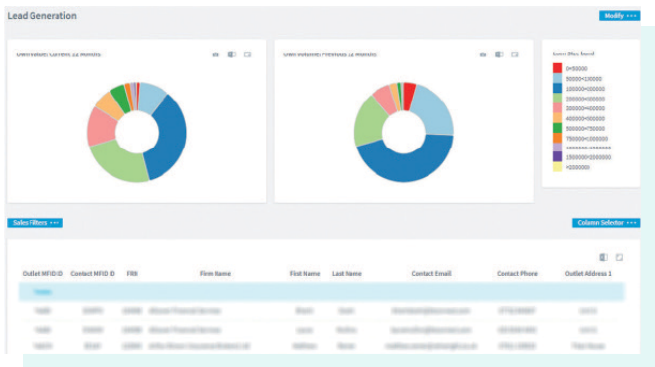
- Quickly identify market share and new opportunities with top 20 analysis
- Analyse territories and plan meeting schedules with interactive maps
- Analyse brokers by viewing product mix and trends to inform conversations
- Target new prospects with a fully GDPR compliant contact database



Compare own and market sales as heatmaps

Management

- Quickly assess intermediary channel performance
- Evaluate team performance with user-specific, secure dashboards
- Share insights with individual team members
- Easily export findings into presentations and Excel for further analysis or integration




Generate exports and analyse return on investment


Marketing


- Profile brokers based on your lending criteria
- Refine campaign target lists using 160 different product and regional characteristics
- Create exports of contact data for campaign management
- Easily generate event invite lists using the simple mapping tool

Talk to us about **mortgageclarity** to supercharge your distribution strategy

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 www.issmarketintelligence.com

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ISS Market Intelligence (MI) is a leading global provider of data, analytics, insights, media, and events solutions to the global financial services industry.

ISS MI empowers global asset and wealth management firms, insurance companies, distributors, service providers, and technology firms by providing cutting-edge market-engagement platforms and the actionable intelligence necessary to fully assess their target markets, identify and analyze the best opportunities within those markets, and execute on comprehensive go-to-market initiatives to grow their business. ISS MI clients benefit from our increasingly connected global ecosystem that leverages a combination of proprietary data, powerful software and analytics, timely and relevant insights, in-depth research, as well as an extensive suite of industry leading media brands that deliver unmatched market connectivity through news and editorial content, events, training, ratings, and awards.

ISS MI data and analytics solutions include intelligence from BrightScope, Discovery Data, Financial Clarity, Flowspring, FWW, Investor Economics, MISight, Mortgage Clarity, Plan for Life, RainmakerLive, and Simfund, and ISS MI media brands and market-engagement platforms include Chief Investment Officer, PlanAdvisor, PlanSponsor, Financial Standard, FS Sustainability, Money, and Industry Moves.