



NEWS RELEASE

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BROKERS CAN BENEFIT FROM FREE DIGITAL MASTERCLASS

Mortgage intermediaries are being offered free tips and advice on how to create a powerful and effective website, as borrowers increasingly turn to online research before speaking to a broker or lender.

Nine in 10 (92%) borrowers say they researched home loan options before selecting a company to speak to, up from five in 10 (57%) no more than 10 years ago¹.

Accord Mortgages will host a free masterclass with a digital expert as part of its Growth Series to offer support to brokers to build their business.

Matt Wood, digital strategist at Clients First, a digital marketing agency that specialises in helping financial services grow, will help brokers understand why a good website is crucial for business success, explore how to create cost-effective online and mobile content that engages an audience and look at ways using a website can generate and convert leads.

It will be the second Growth Series Live event hosted by Accord, after a LinkedIn masterclass earlier this year kick-started the initiative, which complements the lender's online content library of blogs, guides and podcasts covering an array of topics designed to help intermediaries.

Iain Cunningham, corporate account manager at Accord Mortgages, said: "The Growth Series continues to go from strength-to-strength helping brokers to build their business – more than 7,000 individuals are already subscribed.

"As part of its evolution we've started to add some live events to bring the content to life and actually show brokers how small changes, through hints and tips, can make a big difference to their business.

"Improving your social or online presence is one topic that lends itself to a live masterclass so brokers can visually see how easy to implement changes can help grow their business. With search results for mortgage brokers now automatically highlighted and localised on

¹ According to research from Datafacts.

search engines it's perhaps never been more important to make sure your online presence is where you want it to be.”

To register for the website masterclass event, which will take place at 10am on 10 June 2021, please visit: <https://growthseries.accordmortgages.com/growth-series-sign-up>

ENDS – ACPR45-21

Notes to Editors

About Accord

To view the current Accord product range visit www.accordmortgages.com or click [here](#).

Accord Mortgages Limited is the intermediary lending subsidiary of Yorkshire Building Society.

Accord's approach is to recognise the intermediary's relationship with their client and to work in partnership with intermediaries to meet client needs through competitive products and excellent service.

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