

## NEWS RELEASE

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### **GROWTH SERIES PODCAST AT 50: THE BUY-TO-LET INDUSTRY IS AT THE START OF A REALLY EXCITING JOURNEY**

Despite negative headlines, landlords are already one step ahead when it comes to navigating the coronavirus pandemic, according to Jeni Browne, Business Development Director at Mortgages for Business.

Speaking on the 50<sup>th</sup> episode of the Accord Growth Series podcast, Jeni, with more than 20 years' experience in the industry both as a broker and with buy-to-let properties herself, believes the resilience of landlords means they will simply adapt their business models to ensure their success.

Despite initial fears at the start of lockdown, the majority of landlords she works with were able to avoid rental deferrals by having open and honest conversations with their tenants, working with them to review finances and ensuring that part of the rent could be paid, even if the full amount wasn't possible.

Jeni also acknowledged that whilst London rents are falling and many families are looking to suburbia, city centre living was still very much the preferred option for younger tenants. She explained that many landlords were actually exploring more innovative options such as creating shared workspaces to ensure they met the changing needs of a workforce based at home.

When asked how lenders could help support landlords more, Jeni commented that she felt the increase of webinars and virtual events had allowed senior figures to be more visible over the last few months, with lenders really trying to do their best and being open about the challenges faced.

She added: "We are all one big community trying to navigate this together and it would be great for lenders to get closer to their audience and see what it takes to be a successful landlord. There's an opportunity to make some really positive changes and it's a case of constantly reviewing what they have on offer and making smaller improvements just to slicken the process."

Andy Millard, Corporate Account Manager at Accord Mortgages who hosted the podcast said: “As someone who knows the industry both from a professional and personal perspective, Jeni has some incredible insight into how the buy-to-let market can work better and how brokers can make an impact and build their landlord client base. I especially liked her comment on how advisers can support clients by having honest conversations, being as transparent as possible and understanding the ‘art of the possible’ whilst overcoming the hurdles of uncertainty and increased regulations.

“It was fantastic to present this 50<sup>th</sup> episode and an incredible milestone to have reached in such a short space of time. We’ve had the pleasure of meeting so many fascinating guests and covered a broad range of topics to help brokers learn more about setting up a successful business as well as exploring industry issues in more detail. Thanks to everyone who has contributed to our series so far and we welcome any suggestions on future recordings.”

To listen to this podcast or see the full library, please visit:

<https://info.accordmortgages.com/growth-series-podcasts>

## **ENDS – ACPR68-20**

### **Notes to Editors**

#### **About Accord**

To view the current Accord product range visit [www.accordmortgages.com](http://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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