



NEWS RELEASE

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ACCORD GROWTH SERIES REACHES 20,000 PODCAST DOWNLOADS

Accord Mortgages' dedicated broker support library "Growth Series" has surpassed 20,000 unique downloads of its podcast content since launch.

The intermediary-only lender launched its free of charge Growth Series in 2018 to help brokers grow their business by providing support on topics such as lead generation, recruitment, marketing and client retention. It has evolved to provide insight and development on a much broader range of industry issues such as technology transformation, Brexit and tax on buy-to-let properties.

Since podcast content was introduced, the library has grown to contain more than 60 podcasts on a range of topics, including offset mortgages and identifying fraud.

The most popular podcast downloads to date have included '*How social media helped to grow my brokerage from £0 to £2.5 million*', and '*Effective Marketing - how to generate a constant flow of new enquiries*'.

More than 7,500 brokers are already subscribed to the Growth Series, benefitting from access to a large variety of content including blogs, guides and factsheets that can be shared with clients, covering a range of topics.

Jeremy Duncombe, managing director of Accord Mortgages said: "Our focus is on taking that extra step and providing as much additional support as we can to help brokers to grow their business. With more than 20,000 podcasts now downloaded, it demonstrates that brokers really value the content we're providing.

"We're committed to developing new, timely, relevant content for brokers and have invested significantly in this space. This year we've improved the functionality and user experience of the site, and hosted our very first live event, which was a great success."

To sign up to the free Growth Series content or find out more, visit growthseries.accordmortgages.com

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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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