

On the edge?

Am I the only one who views the (alleged) forthcoming imposition of HIPs as a sword with possibly more than two edges?

The simple fact is, if your client makes their first port of call an estate agent when they commence the selling process, and if that agent is in league with HIP/legal/financial services and mortgage providers, you are already halfway towards losing them. No matter how good your relationship has been, it is difficult to argue the case against all four services being wrapped into one seemingly attractive package if you are not there. True, the service may not be as good as you would provide in your area of speciality and it may turn out to be a service far less personal and attentive than you would provide. But be certain, it will be an attractive and persuasive sell, and compelling.

My suggestion to all mortgage professionals is to take the opportunity to get close to your clients now. You need to ensure they will see you as their first stopping point once they decide to sell to give you the first opportunity to make certain you are in control rather than the conglomerates who will look to 'stack em high, sell em cheap' and cut you out of the loop altogether.

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