

em- offers free valuations on all non-conforming deals

EXCLUSIVE BY DIPPY

SINGH | em-financial has become the first packager to offer free valuations on all its non-conforming branded lending products and predicted other packagers will follow its lead.

em- exclusively revealed to *Mortgage Introducer Online* last week the 'first-of-a-kind' offering which will be offered across its entire non-conforming product ranges. These include branded deals with GMAC-RFC, Kensington Mortgages, First National, Platform, Rooftop, Southern Pacific Mortgage Limited and Mortgages plc.

Guy Garrard, director of business development at em-financial, commented: "Nobody's done this before. This is all purely for client benefit. We envisage that all other packagers that have

their house in order will follow suit. Those that don't follow will have various financial reasons not to do so."

"We wanted to make sure we had the staff in place before doing this. We have hired a significant number of extra underwriters to ensure everything goes smoothly," Garrard said.

Jeff Knight, head of marketing services at GMAC-RFC, said: "This is a very positive move in the marketplace at a time when non-conforming needs innovation."

But Vic Jannels, group managing director at packager All Types of Mortgages (AToM), said em-'s move may not pay off: "This is a



Guy Garrard, director of business development, em-financial

very brave move because if you're offering free valuations and the cases don't complete then you're out of pocket. I know of at least one major non-conforming lender whose hit rates on completed cases involving free valuations is less than 50 per cent."

"We don't offer any free valuations and we're still getting increased business. We manage our business models to give customers a good service. I'm not sure by cutting everything back to the bone that you're doing it in the best interests of the client," Jannels said.

But Garrard added: "We do the job properly. We have a huge application-to-completion ratio. Therefore, not completing cases is not a concern for us."