

A day in the life...

Dale Jannels, sales and marketing director at All Types of Mortgages (AToM) explains just why he has to work so hard



AToM is a family run packager and branded lender, and is a founder member of the Professional Mortgage Packagers Alliance (PMPA). Now entering its fifteenth year, AToM claims to provide a comprehensive mortgage service. where its aim is to deliver a professional, transparent and compliant mortgage service at all times using competitively priced products from lenders able to meet demand for speedy decisions and early offers.

What does your role entail on a day to day basis?
I have remote access to the AToM infrastructure so I never really leave the office. However, on a typical day I am usually at my desk and checking emails by 8am. I rarely leave the office before 9pm.

What are your specific responsibilities?
My title is sales and marketing director, but my role also includes managing the IT function and our product departments. I have a hands-on approach and like to get involved as much as I can. Thankfully, I also have a good management team. Currently, two of the teams are working to launch a case-tracking solution that will meet our business needs and the needs of our introducers. We have invested a lot of time and money into this project to ensure we get it right first time. The launch date is expected to be around the middle of April. We also have external responsibilities, so we help with both PMPA and Unity marketing material, websites and other requirements.

Who do you report to and who reports to you?

I report to the board and also to Victor Jannels, the managing director (tough that one). I manage 20 people and try to hold weekly team meetings with them to ascertain where everyone is at and our objectives for the week ahead. However, this is not always possible.

How much do you think your role affects the brand?
As it is my responsibility alongside my marketing team to develop and maintain the AToM brand, I would say my role is fundamental to it.

What skills do you need to fulfil your role?
Patience. It can be quite stressful and there are plenty of people out to push their luck. An extensive knowledge of the mortgage industry is also required. I also believe that I have a good sense of humour, but

most of all you need to have a vision of where you want to get to and be able to express it to the team.

What do you least enjoy?
Sadly, I love my job. However, I have two small gripes. First, Jannels senior has been in the industry such a long time, it is hard following in his footsteps. Second, AToM is growing so quickly that it is increasing difficult to fill the vacancies that are created due to a shortage of quality candidates in our area.

Where do you see yourself going from here?
AToM is a family run business (started by my parents), so I think that it would be safe for me to say that I will be here for a long time yet. We have one vision – we have never suggested we want to be the biggest, but we do want to be the best.