

AToM pledges to continue cull of lender panel

By Paul Bicknell

All Types of Mortgages (AToM) has revealed it plans to cull lenders that promote direct distribution at the expense of the packaging channel from its panel.

Vic Jannels, group managing director of AToM, would not name the lenders who would be dropped from the panel but said while some lenders with developed technology platforms still offered competitive products to packagers, others were using technology to squeeze packagers out.

He said: "Technology is a reason – some lenders are also clearly looking to increase direct business. We have got to look at what is best for us. We want to be proactive rather than reactive to lenders' decisions."

Jannels said that nine months ago the AToM panel consisted of 39

lenders. This has since dropped to 19 and will fall further to between 12 and 15 by the start of June.

Jannels said: "We need to have a clear working knowledge of the sales and underwriting criteria of all lenders we are working with and there is no doubt that this is not successfully achievable if the panel is unending."

Jannels claimed as long as the panel could provide a wide ranging selection of whole of market products then the broker would not suffer.

He added: "This is a review which we firmly believe will offer the best of both worlds to our introducers and our lender partners alike and, more importantly, to the end user who actually takes the mortgage itself."

Platform is one of the lenders on the AToM panel and has been actively promoting direct channel business online



Wanting to be proactive rather than reactive: Vic Jannels, AToM

with 'click decision' (*mortgage-solutions-online 11/7/05*). But Paul Hunt, head of marketing at Platform, said he was confident it would survive the cull.

Hunt said: "We worked very closely with packagers when we promoted

click decision and made something that complemented both channels of business. The feedback we have had from packagers has been very positive and we have integrated click decision with some packagers back office systems. AToM is an important packager for us and is an integral part of the Professional Mortgage Packagers Association – we are ensuring that what we are offering them is competitive."

David Copland, marketing director at Pink, said: "AToM is staking its claim by only going with those lenders that are packager friendly. We are in the position where, because we offer a mortgage club facility, we are willing to work with lenders in whatever way they want. AToM is not in that position and must make sure that its partners are committed to the packager route."