



Dale Jannels, of AToM accepts the Best Mortgage Distributor Award from MI Editor Angela Faherty and Hal Cruttenden

Best Mortgage Distributor AToM

AToM is delighted to have won the 2007 *Mortgage Introducer* award for the Best Mortgage Distributor and would like to thank everyone who supported them.

We employ over 70 staff at our head office in Horsham with further representation across the UK. This year, we are on target to arrange circa £1bn of business through our packaging, making it one of the largest UK operators. However, we know that size isn't everything. At AToM we are here to serve the needs of our intermediaries. We regularly research their opinions and value all feedback, listening carefully to what they want.

At the top of the list is service. We aim to provide the right mortgage from a 'Treating Customers Fairly' point-of-view, tailored closely towards the customers' needs. Second, is a broad, competitive product suite, which is why AToM has a comprehensive panel of lender partnerships with 13 on-site underwriters.

Focus is also very important. AToM does not run a network or want to confuse, or alienate, the many networks and IFA introducers, which it serves.

Consequently AToM's introducers don't see us as a threat. Our brokers say the key differentiator is our people. As we grow, we continue to invest in our existing staff and recruitment, this is demonstrated in AToM having previously been awarded an Investor In People accolade.

AToM's family ownership enables us to focus on personal service and long-term business interests. Stability will guarantee that we continue to deliver professional, transparent, compliant mortgage services. We will negotiate with lenders to ensure that products remain competitive and fit for purpose. Our commitment to treating customers fairly and ensuring brokers and their clients benefit is critical to the 'AToM Experience'.