



## Direct only mortgages dominate market: Defaqto

Story by: Dominic Welling | Magazine: [FTAdviser](#) | Published Friday , April 30, 2010

More than half of the mortgage products currently available on the market are not available through mortgage intermediaries but are direct only products, according to recent research from Defaqto.

The research company said its new banking report had highlighted the growth in direct only mortgage products over the past three years.

Direct only mortgages are only available to prospective borrowers applying directly to the lender.

However, it is possible for mortgage brokers to suggest a direct only mortgage to their client.

According to Defaqto, in 2007 direct only mortgages accounted for less than 22 per cent of the mortgage products available in the market.

However with many providers no longer trading, and others struggling for funding, direct products now dominate the market. and represent 53 per cent of all products available.

Kevin Bray, insight analyst for Banking at Defaqto, said: "Our research shows that 12 of the top 20 best buy fixed rate mortgage products are only available directly from the provider.

"The steady growth in direct only products over the last two years has clearly placed mortgage brokers at a disadvantage but it also leaves consumers with a difficult choice to make.

"Do they seek the advice of a mortgage intermediary or do they do their own research and approach the provider directly?"

Mr Bray added "Mortgage intermediaries play an important role in helping buyers through the house buying process but consumers need to ensure that the broker they are using will advise them of the best deals in the market including "direct only" products."

[Recommend \(2\)](#)

[Comments Policy](#)

---

© The Financial Times Limited - 2010.

"FT", "Financial Times", "Money Management", "Investment Adviser", "FTAdviser" and "Financial Adviser" are trademarks of The Financial Times Limited and their associated companies. No part of this publication may be reproduced or used in any form without prior permission in writing from the editor.