

Embargoed until 7th September

No linked products - Coventry Intermediaries launches a new pledge.

Today Coventry Intermediaries have pledged not to offer linked products as part of their mortgage portfolio.

Coventry was the first lender to introduce pledges in 2007, making six key commitments to intermediaries including a promise not to dual price and not to cross sell. The new pledge extends to seven the much-valued promises made by the UK's 3rd largest building society to the intermediary market. (see notes to editors for full list of pledges)

No linked products - Linked products require borrowers to take additional products such as insurance policies or savings products to qualify for a specific mortgage product. This can result in borrowers taking out products which may not be the most suitable for their needs.

Sales and Marketing Director Colin Franklin has stated "We were the first lender to make public commitments to the sector and we have remained true to them throughout the economic downturn. Through our pledges we aim to help brokers to give the best possible advice to their clients. Saying no to linked products is a logical extension to our pledges which includes no dual pricing and notice of product withdrawal".

Dev Malle, sales and marketing director at PTFS said "Coventry BS made some brave decisions when it led the lender market in introducing its pledges. Since then, if anything, the pressure for them to pull back on these has never been greater. Instead, it has strengthened the pledges. I sincerely hope my colleagues in the intermediary sector do not underestimate the value of these pledges and appreciate how important pledges such as no dual pricing are at the moment".

Ben Thompson, Director Mortgages at L&G said "Coventry's approach towards intermediaries throughout a difficult few years has been completely refreshing. Their pledges are well known and very welcome; of particular note has been their pledge of no dual pricing which one hopes means they benefit from a high level of support from those that don't like this practise. The latest pledge of no linked sales is another logical and welcome addition to their overall service and relationship with intermediaries. Effectively they are standing behind their mortgage products which will live or die depending on how good they are, and nothing more complicated than that. No linked sales also means Coventry respects the intermediary's need to advise fully around the mortgage transaction and earn a sensible living. Its total support to intermediaries is, and rightly should be, widely supported by all"

Colin continues "We are always trying to improve the support we offer brokers and ensure that we are delivering a quality service, so we need to know what brokers think. We are

For more information or additional comment please contact: the press office on 0870 607 7727 or email media@thecoventry.co.uk. We monitor and record phone calls.

currently carrying out a survey to understand what is important to them and the value they attach to our pledges. We intend to publish the results of the survey in October ”.

You can take part in the survey and let Coventry know what you think by visiting their website www.coventryintermediaries.co.uk <<http://www.coventryintermediaries.co.uk/>>

Notes to Editors

- Beccy Boden Wilks can be contacted via the Coventry Media line 0870 607 7727 or email media@thecoventry.co.uk
- Coventry Building Society is the third largest building society in the UK with assets exceeding £21.1 billion
- Coventry Building Society has 70 branches in its network throughout the Midlands, Stroud and Swindon area.

Coventry's Seven Pledges

- At least 2 working days notice of product withdrawal
- No dual pricing
- No cross-selling to your clients
- All direct mortgage products available to intermediaries
- All products available to existing customers
- No linked products
- No over hanging ERC's

