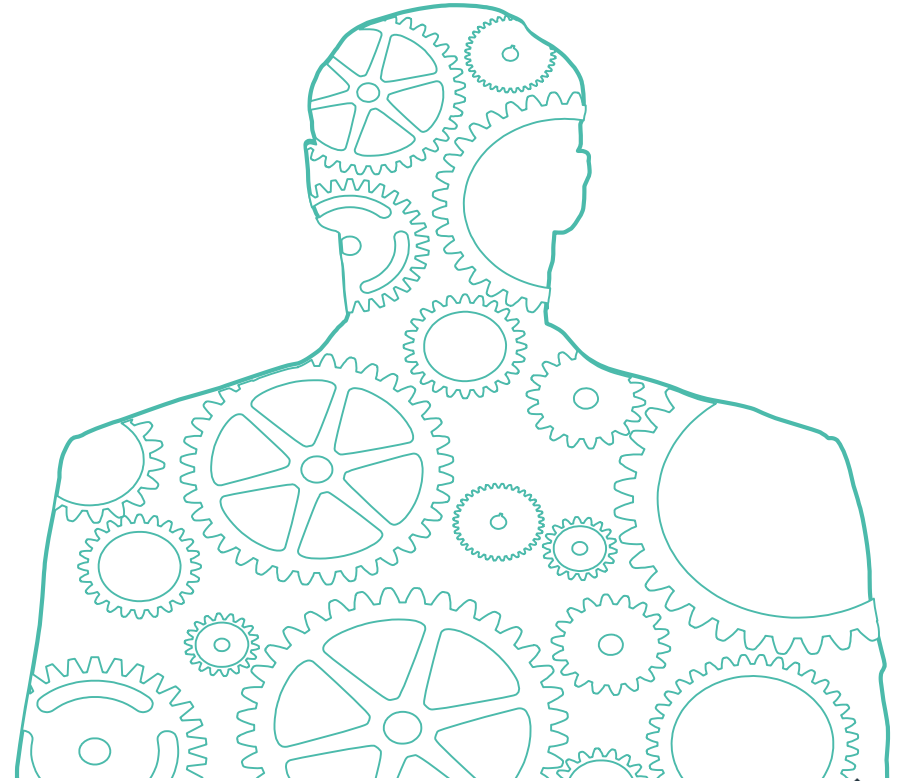


# Collaborate, Communicate, Educate

What our brokers told us is most important  
Apex Broker Survey Feedback 2019



**APEX**   
**BRIDGING**

# Collaborate, Communicate, Educate

## Apex Broker Survey Feedback 2019

You want to work with specialists who understand the market:

- ☹️ Bridging can be complex and often requires tailored solutions.
- 😊 So we support you by taking a personal approach and looking for reasons to lend whenever we can.

It can take too long to complete:

- ☹️ Can be 40+ days which could put off many prospective borrowers.
- 😊 So we're working with our solicitors, valuers and partners to collaborate more effectively and streamline processes and timelines.

Work with experienced Solicitors:

- ☹️ Biggest source of delay is when client is using an inexperienced solicitor.
- 😊 So we're meeting with experienced solicitors and brokers to build a panel that brokers can be confident in using to recommend to their client.

Honesty and flexibility builds trust:

- ☹️ Frustrated by lenders who don't do what they say, when they say it, or are inflexible.
- 😊 So we'll take the time to understand you and keep you informed and if we have to say "no" we'll be upfront about it, but we'll always try and say "yes".



Be clear on terms and don't change them

- ☹️ Last minute changes undermine lender credibility and don't build relationships.
- 😊 So we underwrite the security at AIP stage to avoid surprises or waste your and your client's time.

Looking for speed and responsiveness:

- ☹️ Avoidable delays frustrate and reflect badly on all parties.
- 😊 So as we introduce new systems and grow the team we remain committed to close collaboration and communication with our brokers.

Stakeholder, stakeholder, stakeholder:

- ☹️ Lenders who don't proactively manage stakeholders don't get deals done and completed on time.
- 😊 So we talk to, and take feedback from our brokers all the time. It's the only way that we can meet your needs now and in the future.

Make the journey as smooth as possible

- ☹️ Bridging can be complex so lender's need to keep the process simple and educate.
- 😊 So we're investing in a new platform to improve and streamline our processes, with better comms and case management (live before end of 2019!).