



L&G expands Ignite platform access to wider broker community

L&G has introduced whole-of-market adviser access to its Ignite mortgage sourcing platform, enabling more brokers to use the system regardless of their mortgage club, network, firm or CRM provider.

Previously, Ignite was available on specific partner routes, primarily through L&G's Mortgage Club and selected CRM integrations. The new direct route extends access to all brokers, providing them with a simpler way to register for and access the platform.

Through a single platform, brokers using Ignite can research lending criteria, affordability, product sourcing and property insights, helping them quickly identify suitable lenders and mortgage solutions for their clients' individual needs.

The launch of the direct access route builds on Ignite's established mortgage club, network and technology partnerships by opening the platform to broker firms across the market. For directly authorised brokers in particular, the change makes it easier to adopt Ignite as part of their mortgage research and sourcing process.

Kelly Bretherton, Head of Ignite, L&G: "We're committed to making it simpler for brokers to access the mortgage tools they need to support their clients' goals. That is why we're excited to open the Ignite platform to a much wider audience of brokers. By combining criteria, affordability, product sourcing and property insights in one place, Ignite helps brokers find the best mortgage solutions for their clients' needs."

-ENDS-



Notes to editors

About L&G

Established in 1836, L&G is one of the UK's leading financial services groups and a major global investor, with £1.2 trillion in total assets under management (as at HY26) of which c. 44% (c. £0.5 trillion) is international. We have a highly synergistic business model, which continues to drive strong returns. We are a leading player in Institutional Retirement, in Retail Retirement and Protection solutions, and in Asset Management through both public and private markets. Across the Group, we are committed to responsible investing and dedicated to serving the long-term savings and investment needs of customers and society.

About our Retail business

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our 12 million+ customers throughout their financial lifetimes.

We focus on helping the customers of today and tomorrow achieve better long-term outcomes. We use the latest technology to connect with them quickly, efficiently and wherever possible in highly personalised ways.

As of HY26, our workplace pension platform served 5.8 million members, with net flows of £6.2 billion (as at end July 26). Retail annuity sales were £1 billion and lifetime mortgage advances (including retirement interest only mortgages) were £128 million. Total UK protection gross premiums were £1.19bn.

Further information

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