

Legal & General launches enhanced 'Ignite' platform for advisers

- The enhanced Legal & General Ignite platform builds on the functionality of the old 'SmartrFit' tool with a raft of new features
 - Advisers can access the platform's 130 lenders seamlessly and with no cost

4th July 2023, London - Legal & General has today announced the launch of its refreshed leading mortgage research and sourcing platform, Legal & General Ignite, which will build on existing offerings to deliver a raft of new features to advisers.

The upgraded platform will replace Legal & General's SmartrFit tool, mirroring the company's mission to ignite change towards an efficient, technology-led mortgage journey for brokers and their clients.

Legal & General Ignite offers advisers a whole of market comparison service with access to 130 lenders. Advisers will also have access to second charge and bridging lending types, as well as packager, product transfer, and direct product information. In addition, the platform will continue to provide advisers with integrated affordability calculators, client criteria, product sourcing and property checking functionality for free, via an all-in-one interface.

These additional features will broaden the range of quality data accessible by advisers using the platform and ensure that all users are able to compare products, affordability, and criteria, easily across the whole market. Advisers will still be able to download compliance documents including ESIS and Evidence of Research. The platform will also offer advisers the capability to seamlessly switch between search streams, saving time and effort.

Jodie White, Head of Mortgage Products & Transformation at Legal and General Mortgage Services comments: "The launch of Legal & General Ignite is an exciting step forward for us as a business, but also for our vision of a mortgage market that is fully technologically-integrated. The refreshed platform will expand advisers' range of features beyond criteria and affordability, with additional product sourcing capabilities. On top of this, access to quality and up-to-date data will allow advisers to secure the best possible outcome for their customers.

"This launch is about combining human expertise with the power of data and technology. But I'm hopeful this new platform will go beyond just saving advisers time or improving customer outcomes, to also be a part of how we transform the way the mortgage industry works."

Richard Merrett, Director of Strategic Relationships at SimplyBiz Mortgages adds: "We've seen a great deal of digitalisation in the mortgage market over the last few years and the pandemic was a key catalyst for this. It's vitally important for everyone involved that the industry doesn't lose this momentum and continues to evolve and innovate. The mortgage market still has some way to go to match the efficiency and tech-adoption we've seen transform other types of customer journeys.



“Legal & General Ignite is giving advisers the support they need to close this gap, including the ability to efficiently source products in a market which is moving at unprecedented speeds, we are very pleased to continue our partnership to ensure this technology is available to SimplyBiz member firms. In addition, the financial pressures on advisers and their customers, mean that this could not have come at a better time. Advisers need to have access to the right tools to keep up with the market and ultimately deliver for their customers.”

-ENDS-

Notes to editors

About Legal & General

Established in 1836, Legal & General is one of the UK's leading financial services groups and a major global investor, with over £1.2 trillion in total assets under management* of which a third is international. We also provide powerful asset origination capabilities. Together, these underpin our leading retirement and protection solutions: we are a leading international player in pension risk transfer, in UK and US life insurance, and in UK workplace pensions and retirement income. Through inclusive capitalism, we aim to build a better society by investing in long-term assets that benefit everyone.

*at 31 Dec 2022

About Legal & General Retail

Legal & General Retail helps create brighter financial futures for all our customers. The division covers the savings, protection and retirement needs of our c.13 million retail policyholders and workplace members.

In 2022, we had total individual annuity sales of £954 million, and issued £632 million of Lifetime Mortgages and Retirement Interest Only Mortgages. Our Workplace pension platform served 4.9 million members, while our Protection businesses gave peace of mind to more than 6.3 million UK life insurance, 1.8 million group and 1.5 million US customers, taking in £3.1 billion of gross written premiums.

<https://www.legalandgeneral.com/adviser/mortgage-club/>

Further information [journalists only]

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