



Legal & General integrates with HLPartnership to streamline access for advisers using SmartrCriteria and SmartrFit

Legal & General has integrated with HLPartnership – a mortgage and protection network - to simplify access for advisers using the SmartrCriteria and SmartrFit systems. Intermediaries can now benefit from a streamlined connection directly between the two providers, allowing them to use SmartrCriteria or SmartrFit via HLPartnership's portal without having to sign in multiple times. This avoids the need for advisers to juggle numerous windows or tabs, and will help to create a more frictionless mortgage journey.

This is the second integration of its kind, following a similar announcement between Legal & General and Smartr365 earlier this year. Further partnerships of this kind are expected as part of the Club's wider technology journey, which will see it working closely with a range of other providers to bring the benefits of its tools to a broader intermediary audience.

Legal & General's SmartrCriteria and SmartrFit tools are available free to all mortgage advisers, whether members of its Mortgage Club or not.

“We're committed to providing cutting-edge technology that streamlines the mortgage journey and benefits intermediaries. Our free to use SmartrCriteria and SmartrFit tools have helped utilise intelligent search criteria to improve the accuracy of search results for intermediaries. And, through these partnerships we are also making our tools accessible via advisers' existing systems, providing functionality that integrates seamlessly with their current ways of working. We are excited to bring the benefits of our intelligent tools to more advisers via our integration with HLPartnership.”

Clare Beardmore, Head of Mortgage Transformation and Operations, Legal & General

“As part of our ambition to provide advisers with the best tools to improve the efficiency and accuracy of their work, we are continually looking towards innovative new technology that supports intermediaries. Our integration with Legal & General's search and sourcing tools clearly falls in line with that goal and we have already received a significant amount of positive feedback from advisers who have found the most suitable mortgage solutions much more quickly and easily than before when a lengthy telephone call was the only alternative.”

Neil Hoare, Commercial Director, HLPartnership

“SmartrCriteria has allowed me to work more efficiently through the limited time I have had available during lockdowns. On occasion, I have been unable to reach lenders or needed to juggle work with home-schooling and SmartrCriteria has provided much-needed guidance. It's helped in placing business and made the client application process quicker and simpler. Alongside the excellent accuracy it provides, I've also found the ability to save my search results a great help.”

Harvi Claire, Mortgage and Protection Adviser, Butterfly Financial Services

“SmartrFit has become a key tool for My Simple Mortgage and enables us to quickly source accurate information and affordability results for our clients. One of the important factors in the success of a system like this is the reliability of the results it produces, and we have been impressed with the accuracy so far. Through the HLPartnership integration we also have access to the tool directly through our network which has helped to increase efficiency yet further. Because we’ve minimised the time spent on sourcing basic mortgage affordability, we’ve had the opportunity to focus more on driving our own sales process.”

[James Adams, Director, My Simple Mortgage](#)

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 international businesses in the US, Europe, Middle East and Asia. With over £1.1 trillion in total assets under management, we are the UK’s largest investment manager for corporate pension schemes and a UK market leader in pension risk transfer, life insurance, workplace pensions and retirement income.

Further information [journalists only]

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