



Less than 1 in 10 mortgage customers would arrange a loan using only automated tools despite digital boom

- Only 7% of consumers said they would arrange a mortgage entirely online using automated tools, while just 5% preferred using AI chatbots.
- Meanwhile, 58% of consumers said they would prefer to receive mortgage advice from a human adviser, with 45% favouring face-to-face meetings and 12% opting for video or phone consultations.

New research¹ from L&G's Mortgage Club business reveals that most consumers continue to favour personal interaction when arranging a mortgage, despite the rising popularity of digital tools for day-to-day financial management.

L&G's data, released as part of Mortgage Club's 30th anniversary report '[Home 2055](#)' shows that just 7% of consumers would be comfortable using automated tools to arrange their mortgage, and only 5% would opt for AI chatbots.

The report was unveiled as part of Mortgage Club's 30th anniversary conference on 11th November, where FCA Chief Executive Nikhil Rathi urged the industry to collaborate and deliver high-quality, holistic advice to support sustainable homeownership in future.

The research showed more than half (58%) of consumers said they would prefer to receive mortgage advice from a person, with over 45% stating a preference for a face-to-face meeting and 12% favouring a video or phone call.

Notably, a majority of Gen Z respondents (47%) said they would choose to arrange a mortgage through a face-to-face session with an adviser. These findings are a testament to the emotional and financial complexity of the mortgage journey and the continued demand for expert and personal guidance.

Value of human advice remains strong

The research shows that consumers still value holistic advice for long-term financial decisions like a mortgage. Almost two thirds of respondents (58%) prefer to receive comprehensive financial guidance on mortgages, pensions, and protection from a single trusted adviser.

Even among the younger generation, consumers are cautious of automated mortgage advice. The data shows that 54% of 16-24 year olds said they preferred to receive all their financial advice – whether it related to a mortgage, a pension or protection – from one single adviser.

In contrast, 44% of 16 to 24-year-olds are not comfortable at all with receiving robo-advice or mortgage recommendations with no human interaction.

¹The research was conducted by Censuswide among two distinct samples. The first sample included 2,000 UK consumers (Nat Rep 16+), with data collected between 23.05.2025 – 27.05.2025. The second sample consisted of 500 UK Mortgage brokers (18+), with data collected between 23.05.2025 – 29.05.2025.



Advisers see opportunity and risk in AI

Most advisers agree that face-to-face advice will continue to be an essential part of the mortgage process over the next 30 years, while two-thirds (66%) say it will become even more important in future. Just under a third of mortgage advisers (30%) point to the emotional and complex nature of mortgage decisions as a key reason for the enduring value of human guidance.

However, the rise of technology has introduced new anxieties in the sector. When asked about their biggest concern for the future of mortgage advice, 40% of mortgage advisers cited disruption from digital and AI-powered platforms. At the same time, 41% identified fluency in AI tools and technology as the most critical skill for mortgage advisers to remain relevant in the next 30 years.

30 years of mortgage club

L&G's Mortgage Club business is celebrating its 30th anniversary this year, having supported more than 56,000 brokers. The UK's largest and longest-running mortgage club is now involved in nearly one in four of all mortgages in the UK and almost one in three of all intermediated mortgages.

Clare Beardmore, Director of Distribution and Mortgage Club, Mortgage Services, L&G said: "As technology evolves, we must remember the importance of quality advice for customers, with reassurance, trust, and human connection at its core. It was encouraging that this emphasis on the value of quality advice was echoed by FCA Chief Executive Nikhil Rathie at our landmark Mortgage Club conference. Our research shows that, despite the rapid rise of automation and AI, borrowers still place enormous value on expert advice from a person. The mortgage process is not just a transaction, it's one of the most complex and emotionally significant financial decisions a person will make. That is why advisers continue to play such a vital role in helping borrowers make informed decisions.

"Looking ahead, there is no doubt that digital tools such as AI will become more embedded in the advice process. But this should be about complementing advisers, not replacing them. The future of advice lies in a hybrid model, where technology enhances the customer experience and advisers continue to guide borrowers through the mortgage journey with empathy, insight, and personal support. As the market evolves, the industry's commitment to quality, holistic advice remains essential for sustainable homeownership in the future."

-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 £1.1 trillion in total assets under management (as at HY25) of which c. 43% (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 Savings and Protection, 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 12.4 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 at the first half of 2025, our workplace pension platform served 5.6 million members, with net flows of £4 billion. Retail annuity sales were £745 million and lifetime mortgage advances (including retirement interest only mortgages) were £104 million. Our retail protection gross premium income was £771 million.

Further information

Name: Harry Cheesewright

Role: PR Campaign Manager

Business: Retail

Email: harry.cheesewright@landg.com