

Mortgage Advice Bureau to launch new Home Buying Buddy App with Life Moments

- Mortgage Advice Bureau (MAB) has developed a new proposition to nurture consumers through the home buying process integrating informative content & mortgage calculators to educate and encourage buyers on their journey
- Digital Coaching company Life Moments delivers the App technology as part of a new strategic partnership between the two firms
- The Strategic partnership seeks to empower consumers to better understand financial products and equip MAB with customer insights to inform future proposition development

Mortgage Advice Bureau (MAB), which is the UK's leading mortgage intermediary and specialist network, is launching a ground-breaking Home Buying Buddy app, as part of its strategic partnership with Life Moments, a market leading digital coaching fintech.

The Home Buying Buddy app is designed to support first and next time buyers develop a clear and informed plan to the purchase of their home. Launched to help address the growing complexity of the home buying landscape, the new digital journey integrates mortgage and savings calculators alongside educational content to help customers avoid any nasty surprises.

The strategic partnership will enable MAB to accelerate the adoption of technology into the broker network, using the Life Moments platform to enable rapid proposition development, an enhanced data capability and increased personalisation of customer offerings.

Central to the partnership is the ability to nurture customers using the Life Moment's proprietary digital coaching capability, which balances privacy and personalisation, to educate, empower and facilitate customers on their journey. Life Moments' provides its partners with live customer insights from the way consumers interact with the platform, recent data shows that the COVID crisis has created a "Two Speed Housing Market" splitting those who have been able to use lockdowns to save more and those that have had to put off their homeownership plans¹.

Alongside the Home Buying Buddy launch, MAB and Life Moments are already working on a number of other projects as well as a range of modular digital coaching tools and calculators to support their mutual clients.

Peter Brodnicki, CEO of Mortgage Advice Bureau said: "This is another major step forward in terms of how we can further engage with our customers and offer a more personalised experience. It allows us to deliver tangible value to the customer from the early stages of their research process and home buying journey."

Ben Leonard, CEO & Co-Founder of Life Moments said: "Life Moments digital coaching technology engages and nurtures consumers to achieve their life goals. Buying a home is one of the most stressful but exciting life goals and working with MAB, helps us to provide the best tools to consumers, to help them achieve their home ownership dreams. This strategic partnership is a great example of how through collaborating with mission-aligned firms, we can help more people Play Life Better."

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¹ Life Moments published a piece on Q4 First Time Buyer trends entitled 'The Two Speed First Time Buyer market' which can be accessed [here](#)

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About Life Moments

Life Moments, a profit and purpose business founded in 2018, is on a mission to help 10 million people in the UK to Play life better. Through their proprietary digital coaching and insights platform - LifeHub - they empower clients to nurture a long-lasting customer relationship.

At the heart of the company's vision are better customer outcomes resulting from smarter financial decisions. Life Moments helps companies deliver on this by implementing digital coaching as a core component within their consumer propositions. In doing so, they are able to collaborate with leading brands and achieve improvements in financial wellbeing whilst helping people to navigate complex life moments.

For more information, visit life-moments.co.uk or follow the company on Twitter and LinkedIn.

About Mortgage Advice Bureau

Mortgage Advice Bureau is the UK's most recognised mortgage intermediary brand*, winning over 150 national awards for the quality of its advice and service.

It has over 1,500 advisers offering expert mortgage and protection advice on a local, regional and national level to consumers, both face to face and over the phone. Mortgage Advice Bureau handles over £16bn of loans annually, and was the first – and is currently the only – mortgage intermediary to have floated on the London Stock Exchange, having joined the Alternative Investment Market (AIM) in November 2014.

For more information visit mortgageadvicebureau.com or join the conversation on social media [@MABCentral](https://twitter.com/MABCentral)

*Based on [Opinium](https://www.opinium.com) consumer research, Summer 2020.