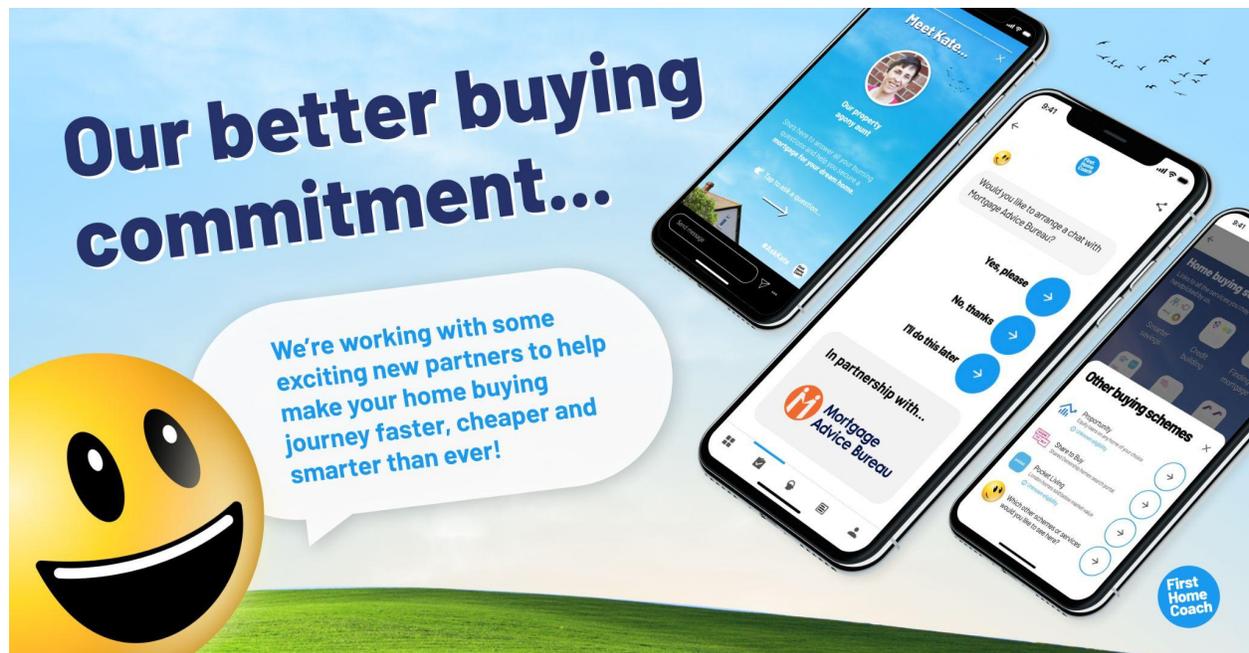


# FirstHomeCoach Vows to Deliver Better Home Buying Journey

Friday, 14th May 2021

As part of a wider commitment to helping first-time buyers navigate all the home buying options available to them, FirstHomeCoach have announced a new partnership with Mortgage Advice Bureau.



A recent pulse survey from FirstHomeCoach\* has confirmed the struggle that first-time buyers are still facing when it comes to understanding their options. 55% of people said they wanted more help with the government's Help to Buy scheme, and the remaining 45% said other schemes such as Shared Ownership, Right to Buy and Gradual Ownership were also of concern.

In response to this, and the growing complexity of the home buying process, FirstHomeCoach have launched their better home buying commitment. This involves:

- The addition of a new mortgage broker partner, [Mortgage Advice Bureau](#), who are closely aligned to delivering better outcomes for first-time buyers through a combination of digital and human support.

- The creation of an [Alternative Home Buying triage service](#) to provide personalised help for first-time buyers trying to understand which other buying schemes might be relevant to them.
- Working with property expert & analyst Kate Faulkner to provide first-time buyers with a clear understanding of the government help available, the moving process, jargon-free educational tips and an extension of our popular 'Ask Kate' Q&A service.
- The development of a new Help to Buy scenario planning tool empowering consumers to compare and contrast their different mortgage options, and then find someone to talk to (expected end Q2).

Ben Leonard, Co-founder of FirstHomeCoach, said: "Whilst we welcome the arrival of the new Help to Buy mortgage guarantee scheme, this adds a further layer of complexity to the home buying process. Putting to one side the existing range of regular mortgages, we now have HTB guarantees, equity loans and a whole host of private sector schemes. As part of our mission to make home buying faster, cheaper and smarter we want to help simplify this for first-time buyers."

Gemma Bacon, Chief Marketing Officer at [Mortgage Advice Bureau](#), said: "We're extremely proud to become the official mortgage broker of FirstHomeCoach. Our wider relationship with Life Moments demonstrates our commitment to simplifying the home moving process for first time buyers and second steppers by equipping them with better tools and empowering them through knowledge."

Kate Faulkner, who runs the consumer site [Propertychecklists.co.uk](#), said: "first-time buyers are the lifeblood of the property market and as an industry, we need to do everything we can to help them understand the realities of buying in their local area, what help is available to enable them onto the ladder and which options would be best for their circumstances."

The announcement follows the launch of the [FirstHomeCoach Smarter Savings campaign](#) in March which added a range of new partners to the app to help support customers in being better savers.

\* The pulse survey ran on the FirstHomeCoach website between 23/02/21 and 14/05/2021 and is based on over 700 responses from first-time buyers using the site. Full details are available on the Life Moments website [here](#)

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## NOTES:

### About FirstHomeCoach:

[FirstHomeCoach](#) is the essential app for first-time buyers. With a wealth of tools and features to help them get prepared and stay motivated - such as setting a realistic property goal, working out

how much they can afford or how to best save up their deposit - the free app guides prospective buyers through every step of their home buying journey, from saving up to moving in.

For more information visit [firsthomecoach.co.uk](http://firsthomecoach.co.uk) or join the conversation on social media @FirstHomeCoach1 (Twitter);

**About Life Moments:**

[Life Moments](#) is a digital coaching business set up in 2018 to help people Play life better. Through their LifeHub platform, they are working with clients to make digital coaching a core component of consumer propositions, creating a more engaging experience and delivering better customer outcomes.

For more information visit [life-moments.co.uk](http://life-moments.co.uk) or join the conversation on social media @LifeMomentsUK

**About MAB:**

[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](http://mortgageadvicebureau.com) or join the conversation on social media @MABCentral

\*Based on Opinium consumer research, Summer 2020.

