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Smart Money People and Life Moments partner on data insights for the mortgage industry

Smart Money People, the leading financial services customer review and insight website, and Life Moments, a profit and purpose fintech, have teamed up to offer Smart Money People's insight clients exclusive access to insights on the mortgage market.

The data and insight partnership will initially focus on prospective first-time buyers using anonymised data captured by Life Moments from users of their coaching app, FirstHomeCoach. By coaching people from saving up through to moving in, FirstHomeCoach gathers rich contextual insights whilst preserving privacy and enabling better outcomes for its customers, over 100,000 of which have used the service to date.

By democratising access to the data through the partnership, Smart Money People's clients will benefit from richer and more regular insights on the first-time buyer market than would often be available through more traditional market research means. In turn, the two firms expect that their partnership will help accelerate the pace of change within the industry. The data provided by Life Moments equips financial service providers with crucial insights which will help influence their future product developments and allow them to respond at a much quicker rate than previously possible - aiding them in becoming even more customer centric.

Available exclusively to Smart Money People's insight clients the partnership with Life Moments will allow users to:

- a) Better understand their existing and potential target customers
- b) Design better products and services
- c) Uncover broader commercial opportunities
- d) Identify and support vulnerable customer groups

Examples of the data available to Smart Money People's clients include information on aspiring first-time buyers' average monthly savings, their hopeful purchase date, coupled with the ability to overlay this with data on credit scores, age, and home aspirations.

Jacqueline Dewey, CEO of Smart Money People, said: "We're pleased to be able to offer our clients this partnership with Life Moments. Smart Money People's vision is to make financial services better for everyone, and we firmly believe that making data and insights accessible to financial organisations is key to this. By giving our clients access to data from Life Moments they will be able to better understand their existing and prospective customers and in turn deliver better products and services to a huge proportion of the country who are currently underserved."

Ben Leonard, Co-Founder & CEO of Life Moments said: "We are delighted to partner with Smart Money People to share our FirstHomeCoach insights with the wider industry. We can only really help people to play life better once we understand their needs and pain points, something that most firms struggle to do. We are excited about the opportunity to support Smart Money People and their clients in becoming even more customer centric as they seek to deliver on their purpose."

ENDS

Notes to editors:

- In the UK there are approximately 370,000 first-time buyer home purchases each year but over 5 million people are hoping and preparing to buy their first home.

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About Smart Money People

[Smart Money People](https://smartmoneypeople.com) is the UK's largest financial services review website and insight business. Launched in 2014, Smart Money People uses its review data to help consumers research financial providers, and works with financial firms to improve their customer experience. Find out more here:

<https://smartmoneypeople.com>

<https://www.linkedin.com/company/smart-money-people/>

About Life Moments

[Life Moments](https://life-moments.co.uk/) is a profit and purpose business set up in 2018 to help people play life better. The business was founded to close the (financial) advice gap in society and our approach is grounded in behavioural science and the role of data in enabling individuals and organisations make better decisions. We are customer obsessed and work with established brands to help them accelerate their digital offerings. You can find us here:

<https://life-moments.co.uk/>

<https://www.linkedin.com/company/life-moments/>

About FirstHomeCoach

[FirstHomeCoach](https://firsthomecoach.co.uk/) 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