



Paragon launches 50 new products

- Paragon Mortgages launch 44 new products to the market
- New offerings aimed at professional landlords
- Sister company Mortgage Trust expands offering with 6 new products

Paragon Mortgages

Tracker rates from

4.70%

Visit www.paragon-mortgages.co.uk

Fixed rates from

5.30%

Visit www.paragon-mortgages.co.uk

- **Full range of products** - 44 buy-to-let fixed and tracker rate products have been launched, aimed at the professional landlord, available exclusively for the Intermediary market.
- **Criteria amends** - criteria has been broadened so it is more flexible to source the best possible products to suit your clients' needs.
- **Service improvement** – we have created a simplified process and more efficient internal service for our intermediaries.

Talk to us

At Paragon we understand that a high quality BTL proposition is not necessarily a simple one. We specialise in the more complex professional landlord cases and we use this unique experience to deliver the best possible finance solution for you and your BTL customers. Call us or speak to your Paragon Regional Manager to see if we can help.

For full details of the new products and criteria please visit the Paragon Mortgages' website

Click: www.paragon-mortgages.co.uk

Call: 0845 849 4040

Consult: Your dedicated Regional Manager

The team at Paragon wish you a happy and prosperous New Year

2012 promises to be another year of growth for the BTL market. Here at Paragon Mortgages we have an exciting year ahead and in this bulletin we are pleased to update you on our new products which we have just launched.



I would like to take the opportunity to thank you for all your support during 2011, and look forward to working with you in 2012.

John Heron

Director of Mortgages

Remember Paragon Mortgages unique lending criteria enables us to offer the following:

- Specialist property types (including multi-unit blocks and HMO's)
- Variety of tenancy arrangements (including housing benefit, company and student lets)
- No restriction on the number of properties in the portfolio
- Aggregate lending limits of £5 million
- Maximum loan on an individual property is £2 million
- Limited company lending

Mortgage Trust

Tracker rates from

4.50%Visit www.mortgagetrust.co.uk

Fixed rates from

5.24%Visit www.mortgagetrust.co.uk

The six new products launched under the Mortgage Trust brand have been created with the smaller-scale landlord in mind. Intermediaries will find a more streamlined application process, including a criteria change allowing a more flexible approach to minimum income levels.

For full details of the new products and criteria please visit the Mortgage Trust website

Click: www.mortgagetrust.co.uk

Call: 0845 849 4055

Consult: Your dedicated Regional Manager

What will 2012 bring for buy-to-let?

2011 was a positive year for buy-to-let. Whilst the market did not return to pre-credit crunch conditions, it did experience growth, writing as much business in the first nine months of the year than the whole of 2010! The Council of Mortgage Lenders' Q3 figures show a 46% year-on-year increase in the value of buy-to-let lending.

The outlook for the BTL market in 2012 is a positive one, with continued steady growth expected in the private rented sector. A recent report by BDRC Continental, the specialist research company, has revealed that more than a fifth of landlords (22%) surveyed plan to purchase additional rental properties in the next 12 months and only 8% are considering reducing their stock. With tenant demand increasing each month, further investment by established landlords in the private rented sector (PRS) is going to be paramount in order to meet demand.

Another key factor for a successful 2012 is increased product innovation from lenders. Too many current products are geared towards smaller-scale landlords with small portfolios and large deposits. Products need to be more varied to increase competition to stop a bottle neck effect at one end of the market. More emphasis needs to be on catering for a wider



spectrum of landlord types in order to stimulate further growth in the market.

The PRS could also be impacted by external factors such as the continuing problems in the Eurozone, European regulatory intervention

and also conditions in the wider housing market. More people will undoubtedly be reliant on the PRS than ever before, with less social housing and more young professionals and couples choosing to rent instead of buy. This year is sure to bring more challenges to the sector, but after demonstrating its resilience in the past 12 months it is well equipped to meet these and deliver solutions.