



## NEWS RELEASE

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### ACCORD'S FREE BROKER RESOURCE REACHES 100<sup>TH</sup> PODCAST MILESTONE

The Accord Growth Series, a library of free educational content for brokers, has completed its 100<sup>th</sup> podcast, as the intermediary-only lender continues to find ways to help advisers grow their business, expand their knowledge and help their clients.

Launched in 2018 - and now approaching its 6<sup>th</sup> anniversary - the Growth Series, which remains a free to access toolkit, includes hundreds of guides, blogs, webinars and podcasts, with content covering a wide range of topics from marketing to consumer duty, and business planning to economic updates.

New content is released regularly to keep advisers up-to-date on the most relevant topics. The 100<sup>th</sup> podcast - following the launch of the 5K Deposit Mortgage by the intermediary-only lender - focusses on first-time buyers, the difficulties they face and how brokers can help this particular group. This includes how they can help them navigate the mortgage process, as well as lesser-known tips or strategies for first-time buyers. Other, recent content includes a blog to celebrate International Women's Day, the importance of flexible working, and a downloadable guide to AI (Artificial Intelligence) showing the difference it could make to brokers.

Since its launch, the Growth Series has seen more than 9,500 brokers sign up to receive the free content, and 40,000 copies of its podcasts have been downloaded since the series started in 2018. There are also more than 12 webinar event recordings available to be viewed.

Jeremy Duncombe, managing director at Accord Mortgages, said: "The Growth Series was launched to support brokers in growing their business, and we're really proud of its success and the feedback we receive from those who use it, which demonstrates its value.

"We're always looking to refresh the content, and ensure it's a true reflection of what brokers are experiencing, as well as what they need, as we recognise that the market moves on so quickly.

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“Reaching this 100<sup>th</sup> podcast is another great milestone for the series - the fortnightly podcasts provide top tips on a range of topics, and are a great way for brokers to stay abreast with industry news and information.”

To find out more about the Growth Series and gain access to a library of free resources, please visit: <https://info.accordmortgages.com/growth-series-sign-up>

**ENDS - ACPR08-24**

### **Notes to Editors**

#### **About Accord**

To view the current Accord product range visit [www.accordmortgages.com](http://www.accordmortgages.com) or click [here](#).

Accord Mortgages Limited is the intermediary lending subsidiary of Yorkshire Building Society.

Accord’s approach is to recognise the intermediary’s relationship with their client and to work in partnership with intermediaries to meet client needs through competitive products and excellent service.

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