

Overview of the role

L3: Mortgage adviser Version 1.2

Title of occupation

Mortgage adviser

UOS reference number

ST0182

Core and options

No

Level of occupation

Level 3

Occupational maps data

Route: Legal, finance and accounting

Pathway: Financial

Cluster: Financial services customer advisor

Typical duration of apprenticeship

12 months

Resubmission

No

Would your proposed apprenticeship standard replace an existing framework?

No

Does professional recognition exist for the occupation?

Yes

Regulated occupation

Is this a statutory regulated occupation?

Yes

Name of regulator body

Financial Conduct Authority

The following needs to be approved by the statutory regulator

Training provider

Occupational summary

This occupation is in the financial services sector, specifically within organisations that provide mortgage advice to individuals seeking to purchase property or remortgage existing properties. These organisations range from large national estate agency chains with in-house mortgage services and major high street banks and building societies, to smaller independent mortgage brokerages operating locally or nationally. Employers can vary significantly in size and scope, from sole practitioners to large corporations employing hundreds of mortgage advisers. The work involves assisting customers in navigating the complex process of securing a mortgage, understanding various mortgage products, and ensuring compliance with relevant regulations.

The broad purpose of the occupation is to provide expert, regulated advice and guidance to customers on mortgage products best suited to their individual needs and circumstances, ultimately enabling them to achieve their property ownership goals or secure appropriate remortgaging solutions. To achieve this, a Mortgage Adviser gathers detailed information about a customer's financial situation, assesses their affordability and borrowing capacity, researches and considers the most appropriate recommendation from the range of mortgage products available to them, explains complex product features and terms clearly, and then guides customers through the application process. Mortgage advisers will also provide recommendations to customers in line with product suitability and their affordability criteria. They typically engage with customers through face-to-face meetings, telephone conversations, and increasingly through digital communication channels. Mortgage advisers may also be required to provide help and support for customers in a call centre environment holding telephone mortgage meetings with a diverse range of customers. They will be required to build knowledge to be able to effectively handle a wide range of mortgage related enquiries and ensure all advice is accurately documented. Mortgage Advisers may work exclusively with their own organisation's mortgage products whilst some may work with mortgage products across the wider mortgage market.

In their daily work, an adviser in this occupation interacts with a diverse range of individuals and organisations. They regularly communicate with prospective and existing clients, building rapport and trust to understand their needs. They also interact extensively with mortgage lenders, business development managers to gather product information, submit applications and resolve queries. Internally, they may interact with administrative staff for processing support, compliance officers to ensure adherence to regulations, and potentially senior mortgage advisers or team leaders for guidance and support. The level of interaction with different functions can vary depending on the size and structure of the employing organisation.

An adviser in this occupation will typically be responsible for managing their own caseload of clients, from initial enquiry through to mortgage offer and completion, typically working with a degree of autonomy within established procedures and regulatory frameworks. However, in some organisations they will be dealing with ad-hoc

queries on mortgages and additional products available to the customer. They will usually report to a senior mortgage adviser, team leader, or compliance manager. The level of direct supervision may vary depending on the size of the organisation and the individual's experience; however, many Mortgage Advisers will be self-employed, work independently and will be responsible for their own caseloads. This is a regulated occupation and mortgage advisers must be authorised by the Financial Conduct Authority (FCA) to provide advice. They are responsible for ensuring the accuracy and completeness of client information and mortgage applications, adhering strictly to FCA regulations and ethical guidelines. Key requirements include maintaining up-to-date knowledge of mortgage products and the wider housing market, acting with integrity and professionalism at all times, and prioritising the best interests of their clients.

Typical job titles

Finance worker Financial adviser Financial consultant New homes developer

Are there any statutory / regulatory or other typical entry requirements?

No

Occupation duties

DUTY	KSBS
Duty 1 Assist customers with mortgage enquiries and application requirements, providing advice and recommendations on available mortgage products, services and next steps whilst complying with Financial Conduct Authority (FCA) and organisational policy requirements at all times.	K1 K2 K3 K4 K5 K6 K7 K8 K9 K12 S1 S2 S3 S4 S6 S7 S8 S9 S10 S11 S14 B2 B4 B6
Duty 2 Handle and resolve routine customer mortgage enquiries and transactions via telephone, email, virtually, online or in person, providing accurate information and escalating complex queries where necessary.	K1 K2 K3 K4 K5 K6 K9 S1 S2 S3 S8 S10 S11 S14 B1 B3 B6
Duty 3 Gather information from customers regarding their financial circumstances, property requirements, mortgage needs and any potential vulnerabilities and assist customers by recommending the right mortgage products based on their financial needs.	K3 K4 K5 K6 K7 K9 K11 K12 S1 S2 S3 S4 S8 S9 S14 B2 B6
Duty 4 Present a customer recommendation accurately in line with the training and competence scheme (T&C scheme).	K1 K2 K3 K4 K8 K9 S1 S2 S3 S4 S5 S6 S8 S9 S11 S13 B2 B6
Duty 5 Assist with the preparation of customer files, generate mortgage illustrations and	K2 K3 K4 K6 K7 K8 K9 S1 S2 S3 S4 S7 S8 S9 S12

DUTY	KSBS
quotations ensuring all necessary documentation is collated and accurately recorded in compliance with FCA regulatory requirements.	B2 B6
Duty 6 Accurately update and maintain customer information on relevant digital systems, ensuring data protection protocol and confidentiality are adhered to at all times.	K1 K4 K5 K6 K7 K8 K9 S1 S2 S3 S4 S8 S9 S12 B2
Duty 7 Identify and resolve any potential risk and non-compliance with FCA rules and organisational policy and escalate promptly where necessary.	K1 K4 K5 K8 K9 K11 S1 S2 S3 S7 S9 S10 B3 B4 B6
Duty 8 Maintain knowledge of the mortgage products and services within own organisation, competitors' organisations and current market trends.	K1 K2 K3 K4 K9 K12 S1 S2 S3 B3
Duty 9 Identify the broader needs of the customer and recommend related products such as life insurance, critical illness protection, home insurance.	K1 K2 K3 K4 K5 K9 K11 S1 S2 S3 S4 S5 S6 S9 S11 B2
Duty 10 Communicate clearly and confidently with different stakeholders for example: internal teams, mortgage lenders, estate agents and solicitors to obtain necessary information and progress customers' mortgage needs.	K1 K2 K3 K4 K9 K10 S1 S2 S3 S5 S6 S9 S11 S13 B2 B6
Duty 11 Build and maintain effective relationships with customers and colleagues through clear and professional communication, actively listening and understanding and responding to their needs.	K1 K4 K5 K9 K10 S1 S2 S3 S5 S6 S9 S10 S11 S13 B2 B3 B6
Duty 12 Use relevant organisational digital and IT systems to process customer information and deliver excellent customer service supporting customers in the use of digital products and tools available to them where appropriate.	K1 K2 K4 K6 K9 K10 S1 S2 S3 S8 S12
Duty 13 Take ownership of own personal and professional development and engage in ongoing learning activities to maintain and enhance knowledge and competence in the mortgage advice sector.	K1 K2 K4 K6 K9 K11 K12 S1 S2 S3 S14 B1 B2 B4 B5
Duty 14 Manage complaints or escalate to relevant teams through the appropriate complaints process.	K1 K4 K5 K6 K9 S1 S2 S3 S9 S10 S11 S13 B1 B2 B3 B4 B6

KSBS

Knowledge

K1: The key regulatory frameworks governing the mortgage market, for example, the Financial Conduct Authority (FCA) handbook, Mortgage Conduct of Business (MCOB) rules, Consumer Credit Act, anti-money laundering (AML) legislation, the principles of Consumer Duty, and the role and powers of the Financial Ombudsman Service (FOS).

K2: The structure and dynamics of the mortgage market, for example, different types of lenders, external factors influencing the mortgage market, and the role of intermediaries and other professional services within the mortgage process.

K3: The types of mortgage products and services available within own organisation, awareness of key competitor propositions, and an understanding of market trends.

K4: The principles of excellent customer service in a regulated financial services environment.

K5: How to determine customers in vulnerable circumstances, and the policies and procedures for supporting and signposting vulnerable customers.

K6: How to accurately record, update, and maintain customer information throughout the mortgage journey, and the importance of data accuracy, integrity, and confidentiality in line with data protection regulations.

K7: The procedures for processing mortgage applications, product transfers, and other mortgage related transactions.

K8: How to mitigate risk against financial crime, adhering to compliance frameworks, and the procedures for identifying and escalating potential risk or suspicious activity.

K9: How to follow regulatory frameworks and their importance, and the principles to ensure good customer outcomes, such as suitable advice processes, client disclosure, declaring conflicts of interest, and affordability calculations.

K10: Digital systems and tools used in the mortgage industry, for example, mortgage sourcing systems, customer relationship management (CRM) systems, online application portals, and how to effectively use these tools to enhance efficiency and customer experience.

K11: The principles of equality, diversity, and inclusion (EDI), and their relevance in the workplace and when dealing with customers and/or colleagues.

K12: The concept of sustainability within the mortgage services sector, including environmental, social, and governance (ESG) factors, and relevant products or initiatives in the marketplace.

Skills

S1: Provide advice and recommendations on mortgage products and services, adhering to regulatory and legislative requirements, and internal organisational procedures.

S2: Process mortgage applications accurately and efficiently, in accordance with all relevant regulatory and legislative requirements and internal organisational procedures.

S3: Identify and resolve mortgage-related issues, for example, complaints, complex cases, and queries from customers, applying appropriate solutions where possible and escalating when necessary.

S4: Raise customer awareness of their broader financial considerations beyond the mortgage product, for example, life insurance, critical illness cover, income protection, and home insurance.

S5: Communicate with internal and/or external stakeholders through different methods, for example, face-to-face, email, telephone, and online meetings.

S6: Present information to customers accurately and in line with the organisation's regulatory requirements.

- S7:** Identify potential risks, for example, instances of non-compliance, fraud, or financial crime, and escalate them appropriately, following relevant policies and procedures.
- S8:** Use digital systems and tools to manage customer data, process transactions, and maintain customer information and records, for example, customer relationship management systems (CRM), electronic sourcing systems, and online portals.
- S9:** Identify customers in vulnerable circumstances, and apply organisational policies and procedures to provide appropriate support.
- S10:** Manage customer dissatisfaction professionally, resolving issues where possible, and following organisational policies and procedures.
- S11:** Build and maintain effective professional relationships with customers, colleagues, and/or external stakeholders.
- S12:** Comply with current data legislation, cybersecurity regulations, and policies, including when managing and storing customer data safely and securely.
- S13:** Apply principles of equality, diversity, and inclusion (EDI), for example, when dealing with customers in vulnerable circumstances, applying Consumer Duty principles, and providing fair and unbiased treatment of customers.
- S14:** Apply current sustainability principles and working practices relevant to own role.

Behaviours

- B1:** Displays a growth mindset and uses own initiative, learning from failures and spotting opportunities.
- B2:** Demonstrates empathy, fairness, and professionalism, treating others with respect.
- B3:** Works flexibly and adapts to changing circumstances, for example, overcoming challenges, addressing emerging priorities, and responding to setbacks.
- B4:** Maintains confidentiality and acts with due care and diligence.
- B5:** Reflects on own practice and seeks learning opportunities for Continuing Professional Development (CPD).
- B6:** Supports others, shares knowledge, and works collaboratively to achieve positive outcomes.

Qualifications

English and maths

English and maths qualifications must be completed in line with the [apprenticeship funding rules](#).

Does the apprenticeship need to include any mandated qualifications in addition to the above-mentioned English and maths qualifications?

Yes

Other mandatory qualifications

Certificate in Mortgage Advice and Practice (CeMAP)

Level: 3

CII Level 3 Certificate in Mortgage Advice

Level: 3

Professional recognition

This standard aligns with the following professional recognition:

- LIBF for CeMAP professional
- Chartered Insurance Institute for CII's Society of Mortgage Professionals to use the designation Cert CII (MP)

Regulated occupation

This is a regulated occupation.

Regulator body:

Financial Conduct Authority

Training provider must be approved by regulator body

EPAO does not require approval by regulator body

Subject sector area

15.1 Accounting and finance