

**Sesame Bankhall Group Ltd**  
Registered Office: Pixham End, Dorking, Surrey RH14 1QA  
Registered in England No. 3573352

[www.sesamebankhall.co.uk](http://www.sesamebankhall.co.uk)

## PRESS RELEASE

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### **Sesame Bankhall Group calls on lenders to support government's new housing initiatives**

Sesame Bankhall Group has broadly welcomed the government's new housing initiatives, in its response to: *Laying the Foundations: A Housing Strategy for England*.

Commenting on the government's strategy, **PMS Managing Director, John Cupis**, said:

The government has outlined a wide range of initiatives aimed at kick-starting the market. We believe it is a genuine attempt to bring some joined up thinking and a much needed stimulus to the housing market.

The UK is building new homes at historically low post-war levels. This new scheme and the range of measures announced by the government will move us a step forward. The new mortgage indemnity scheme gives builders, lenders and buyers the opportunity to build and access quality homes more affordably.

The lack of a deposit is the main stumbling block for people wanting to purchase a new home. This scheme will provide invaluable help by covering loans up to 95 per cent LTV. It will help to get buyers buying, builders building and lenders lending.

The scheme still lacks important detail in key areas, such as how much funding will actually be forthcoming and the qualifying criteria. This makes it difficult to gauge the long-term impact on the industry and consumers. The scheme also does nothing for second time buyers.

Sesame Bankhall Group has many brokers specialising in the new build and affordable homes sector and we believe this range of measures from the government will be a boost for their business in 2012. It is still early days but we call on lenders to embrace this new scheme to support builders and brokers in the new build market.

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***Sesame Bankhall Group operates three distinct distribution brands:***

- Sesame is the UK's largest appointed representative (AR) network with 1,400 member firms.
- Bankhall is the market-leading support services business for 1,900 directly regulated IFA firms.
- PMS operates the largest mortgage club for directly regulated mortgage brokers in the UK.

Services provided include compliance and regulatory support, access to one of the UK's most comprehensive training and development programmes, in-depth product research, preferential PI terms and access to the latest technology to enable advisers to write business more efficiently.