



The **Future** of Mortgage Broking



The Mortgage Adviser's Guide to **Building a Business That Actually Belongs to You**

An honest look at what it really takes to go self-employed as a mortgage adviser in 2026, by someone who's done it.

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The Income Ceiling Most Employed Advisers Hit

(And Why It Has Nothing to Do With Ability)

I want to start with something most mortgage networks won't tell you, because it doesn't sell webinars or fill seminar rooms.

The ceiling you've probably hit in your employed role isn't there because you're not good enough. It's there because of how the maths works, not because of how good you are at your job.

Here's what I mean. Most employed advisers are on a salary plus a share of procurement fees, typically somewhere between 40% and 60% of what the lender actually pays out on each case, depending on the firm. So if you complete a mortgage on a £250,000 loan, the lender pays a procurement fee of roughly £875. You might see £350 to £525 of that. The rest goes to the business you work for.

That's not a criticism of the model. Firms take a cut because they provide leads, compliance, admin support, and the infrastructure that lets you do the job. That's a legitimate trade. The problem is what happens as you get better.

As an employed adviser, the better you get, the more cases you write, the more income you generate for the business. But your own income usually doesn't scale anywhere near as fast. You hit a ceiling that has nothing to do with your skill and everything to do with the structure you're operating inside.

The ceiling isn't a reflection of how good you are. It's a reflection of how the model is built.

I've met dozens of advisers over the years who are genuinely excellent at this job, technically sharp, great with clients, consistently busy, who are earning roughly the same as they were three years ago. Not because the market got worse. Because the structure around them was never built to let their income grow in line with their output.

This guide isn't a sales pitch. The next five pages have nothing to do with The Mortgage Experts specifically. They're the honest version of what I'd want someone to tell me if I were sitting where you are now, weighing up whether to go self-employed.

If you read nothing else, read this: the income ceiling is structural, not personal. Once you understand that, the rest of this guide will make a lot more sense.



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The Six Questions Every Mortgage Adviser Should Be Able to Answer About Their Own Business

Here's an uncomfortable exercise. If someone asked you the six questions below about the business you currently work for, could you actually answer them?

- 1. What's your actual cost of doing business?**
Not your salary. The real cost: desk fees, compliance overhead, software, PI insurance, the cost of leads if you're given any. Most employed advisers have genuinely never been shown this number.
- 2. Who owns the client relationship when you leave?**
If you left tomorrow, would your clients come with you, or would they stay with the firm? For most employed advisers, the honest answer is the firm keeps every relationship you built.
- 3. What happens to your income if you're off sick for a month?**
Be honest about this one. Most employed advisers are more protected here than self-employed ones, and that's a genuine trade-off worth being clear-eyed about, not glossed over.
- 4. What percentage of every fee you generate do you actually keep?**
Most advisers have never sat down and worked this out precisely. They know roughly. Roughly isn't good enough when it's your career.
- 5. If you doubled your case volume tomorrow, would your income double?**
In most employed structures, the honest answer is no. Somewhere in that growth, a chunk gets absorbed by the business rather than passed through to you.
- 6. Whose name is actually on the relationship; yours, or the brand's?**
When a client refers a friend, are they referring you, or are they referring the company? This one matters more than people think, because it determines whether your reputation compounds for you, or for someone else.

Most advisers can't answer these six questions properly. That's not a personal failing. It's a sign nobody's ever asked them to.

None of this means employment is wrong for everyone. Plenty of advisers genuinely prefer the structure, the predictability, and the trade-offs that come with it. But if you've never been able to answer these six questions clearly, that's worth sitting with.



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What the Mortgage Market Actually Looks Like for Self-Employed Advisers in 2026

Let's deal in facts rather than vibes, because this industry has a habit of talking in generalities when the actual data tells a clearer story.

The market itself is healthy

UK Finance forecasts gross mortgage lending to rise to around £300 billion in 2026, and the broker market overall continues to grow, with the UK mortgage and loan broker market valued at over £3.3 billion and forecast to keep expanding through the rest of the decade. Borrowers are routing a growing majority of mortgage business through brokers rather than going direct, partly because lending criteria has become more complex and partly because the number of active lenders, now over 200, makes whole-of-market advice genuinely valuable rather than optional.

There's a shortage of advisers, not a shortage of demand

One of the most consistent findings across the market right now is a shortage of CeMAP-qualified advisers relative to demand. That's not a small detail. It means the constraint on growth for most self-employed advisers isn't finding clients. It's capacity.

Self-employed income potential is real, not theoretical

Current salary data puts experienced self-employed advisers at whole-of-market brokerages earning £65,000 to £100,000 or more, with newly qualified employed advisers typically starting between £25,000 and £30,000. The procurement fee on a typical case, around 0.35% of the loan value, means an adviser writing 8 to 12 cases a month at a reasonable average loan size can be generating significant six-figure procurement income before any other revenue stream is factored in.

Self-employment is genuinely mainstream in this market

With over 4.2 million self-employed people in the UK and increasingly sophisticated lending criteria designed around them, the idea that self-employed income is somehow harder to build a career on is outdated. The market has matured to support exactly this kind of work.

This isn't a market you'd have to talk yourself into. The numbers are already doing the talking.

None of this guarantees anything. Markets move, rates shift, and self-employed income requires real discipline to manage well. But the idea that now is a risky time to go self-employed as a mortgage adviser doesn't hold up against what the data actually shows.



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The Four Things That Separate Advisers Who Thrive Self-Employed From Those Who Struggle

I've watched a lot of advisers make this move over the years. Some have built something they're genuinely proud of. Others have gone back to employment within eighteen months, more disillusioned than when they started. The difference almost always comes down to four things.

- 1. They treat it like a business from day one, not a job without a boss**
The advisers who struggle tend to carry their employed mindset across with them, waiting to be given leads, waiting to be told what to do next. The ones who thrive start thinking in terms of pipeline, marketing, referral partnerships and cash flow from week one, even if they're still learning.
- 2. They get their numbers straight before they start, not after**
This sounds obvious and almost nobody actually does it. The advisers who thrive build a proper financial plan before they make the move: what they need to earn each month to cover costs and pay themselves properly, how many cases that requires, and what their realistic ramp-up period looks like. The ones who struggle find this out the hard way, three months in, when the bank balance tells them what the spreadsheet should have.
- 3. They build referral relationships deliberately, not accidentally**
Waiting for referrals to happen is not a strategy. The advisers who build something sustainable treat referral partners, estate agents, accountants, financial planners, as a genuine part of their business development, not an occasional nice-to-have.
- 4. They choose their support structure carefully**
This is the one most people get wrong, and it's the one that matters most. Self-employed doesn't have to mean alone. The advisers who thrive pick a platform or network that gives them real compliance backing, technology, training and community, rather than just a higher commission split and nothing else behind it.

Self-employed doesn't mean unsupported. The best advisers I know are fiercely independent and very well supported. Those aren't contradictions.

If you recognise yourself in the first three points already, the fourth one is genuinely the only thing left to get right.



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A Real Income Model, Based on Actual Adviser Numbers

I'm not going to give you a hypothetical. Here's an anonymised but real picture, based on the kind of numbers our own advisers are actually producing.

Adviser profile: experienced, established client bank, working full time

Average cases per month	9
Average loan size	£245,000
Average procurement fee per case (0.35%)	£857
Gross monthly procurement income	£7,713
At 80% commission split (kept by adviser)	£6,170 per month
Annualised procurement income alone	£74,040

On top of that base

- Protection income from policies written alongside mortgages, often an additional 15 to 25% on top of procurement income for advisers who write protection consistently
- Referral income from other professional relationships, estate agents, accountants, solicitors
- Revenue Share income from any advisers introduced to the network, an ongoing monthly percentage, not a one-off fee

None of this includes a single mortgage at a higher loan value, a single remortgage client coming back two years later, or a single referral converting into new business. This is the base case, not the best case.

Nine cases a month. An 80% split. Just over £74,000 a year before protection, referrals or Revenue Share. That's the floor, not the ceiling.



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The Questions Worth Asking Any Network or Platform Before You Sign Anything

Whatever you decide to do next, and wherever you decide to do it, ask these questions before you sign anything. If a network can't answer them clearly and specifically, that tells you something.

On commission and fees

- What's the actual split, and does it change as I write more business?
- Are there hidden costs, desk fees, software charges, compliance fees, that reduce the headline split?
- How and when am I actually paid, and how often does that get delayed?

On support

- Who do I call when I have a complex case, and how quickly do they actually respond?
- What compliance support exists day to day, not just at onboarding?
- What happens if I'm off sick or want to take proper time off?

On growth

- Is there a structured way to build additional income streams, protection, referrals, Revenue Share, or am I on my own for that?
- What does the network actually do to help me generate new business, beyond giving me a logo and a login?
- Can I speak to three advisers who've been there more than two years, not just the newest joiners?

On exit

- If I wanted to leave, what would happen to my client bank?
- What's the actual notice period and are there any restrictive terms I should know about now, not after I've signed?

Ask these questions of every network you're considering, including ours. If the answers feel vague, that's the answer.

This isn't about being suspicious. It's about doing the same due diligence you'd expect a client to do before trusting you with the biggest financial decision of their life.



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About The Mortgage Experts

I'll keep this part short, because you've read six pages of straight talk and you don't need a brochure now.

Who we are

The Mortgage Experts is a self-employed mortgage advice platform built specifically around the four things in this guide that separate advisers who thrive from those who struggle: real ownership, a proper financial framework, deliberate referral support, and a genuine compliance and business infrastructure behind you.

What that looks like in practice

- An 80% commission split as standard, with no hidden desk fees eating into it
- A dedicated Compliance Manager and full regulatory support, not a help desk you queue for
- Access to over 90 lenders and 12,000 products through our panel
- A structured onboarding and ongoing coaching programme, including the Broker Success Blueprint
- A Revenue Share model, so the advisers you bring into the network become an ongoing income stream for you, not a one-off introduction fee
- Marketing support and assets built specifically for self-employed advisers, including social media set-up and a content library

About me

I'm Gareth Love, Co-Founder and Managing Director of The Mortgage Experts. I built this business because I went through exactly the journey this guide describes, hitting a ceiling that had nothing to do with ability, and deciding to build something where the structure actually rewarded the work.

Our goal isn't to get as many advisers through the door as possible. We'd genuinely rather have 70 advisers who are thriving than 100 where 30 are quietly struggling. If that approach makes sense to you, the next page tells you what to do next.



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What the Next Step Actually Looks Like

No pressure, no hard sell, no 45 minute call you didn't ask for. Just two straightforward ways to take this further, whichever suits you.

Option 1: See where you'd actually land

Take our two-minute suitability quiz to get a personalised sense of whether this model fits your situation, and what your income range could realistically look like based on your current case volume.

[Is Being a Self-Employed Mortgage Adviser Right for You?](#)
[\[TAKE THE 2-MINUTE SUITABILITY QUIZ →\]](#)

Option 2: Talk it through directly

Book a confidential call with me or a member of the team. No obligation, no pitch deck, just an honest conversation about whether this model is right for you, on your terms.

[Book a Confidential Discovery Call](#)
[\[BOOK YOUR CALL →\]](#)





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