

Mortgage brokers remain essential to navigating homebuying journey in a digital age, according to Santander's Broker Perception Barometer

- Mortgage brokers remain a pivotal part of the homebuying journey, with two thirds (65%) of homeowners claiming they couldn't have gone through the process without one, and 85% saying they would use a broker again
- As the cost of living continues to rise, borrowers save an average of £125 a month on their mortgage payments as a direct result of working with a broker
- More than half of borrowers (52%) say they would prefer to use a broker over AI for every stage of the homebuying process, despite the rise in digital tools – signalling a preference for human expertise over automation
- Santander today launches its quarterly 'Broker Perception Barometer' survey, as the lender reports nine in 10 transactions taking place through a broker in October 2025

New research released today by Santander highlights that, even as the use of AI grows in scale, the role of brokers remains indispensable, with two thirds (65%) of borrowers claiming they couldn't go through the homebuying process without the support of a broker, demonstrating the fundamental role brokers play.

As part of the lender's new quarterly 'Broker Perception Barometer', which surveys 500 mortgage holders to measure consumer attitudes and sentiment toward brokers, the research showed that homeowners continue to place high value on using a broker for their mortgage needs, with nearly nine in 10 (85%) stating that they would use a broker again if purchasing a new property or changing mortgage provider.

When asked what aspects of the broker service are most important to them, while saving money (29%) and time (26%) came out top, others (19%) placed significant value in their broker helping them navigate taxes and changing mortgage rates.

Even in a tech enabled world, the human touch clearly remains essential among consumers, with one in 10 (9%) turning to their broker for emotional support and eight in ten (82%) saying their broker made them feel less stressed when things became complicated. At a time when moving home is already one of life's more emotionally demanding moments, the results clearly demonstrate how consumers' value human support offered by real people over technology.

The majority (70%) of those who bought, remortgaged or took out a product transfer in the last year said they saved money by going through a broker. On average, borrowers saved £125 a month on their mortgage payments thanks to working with a broker, and those in the South East saw the biggest financial benefits, saving on average £155 on their monthly payments.

Graham Sellar, Head of Intermediary Channels, Santander UK, said:

"Against a backdrop of a changing interest rate environment and shifting lending rules, the housing market can feel like a rollercoaster to navigate. It's unsurprising that brokers remain the backbone of the homebuying journey for the majority of consumers – with many saving money as a direct result."

Despite the rise of AI, homeowners continue to favour a personal touch when choosing a mortgage broker too, with nearly two-thirds (63%) relying on recommendations and referrals from real people² and just 5% finding their broker using AI. In fact, most borrowers (52%) say they would still choose to use a mortgage broker over AI for every stage of the homebuying or remortgaging process.

Graham added:

"It's clear that borrowers still value the guidance, experience and human judgement that only a broker can provide. AI provides support at the initial stages of deal research and exploration – but when it comes to making concrete life decisions, nothing can match the trust that is built through a broker."

Santander continues to see the vast majority of its customers turning to a broker for their mortgage needs, with 90% of transactions taking place through a broker in October 2025, a 7% increase year-on-year.

ENDS

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Notes to Editors:

1. Research conducted by Opinium on behalf of Santander amongst 500 adults between 30 October 2025 – 11 November 2025
2. Includes recommendations from family and friends, estate agents, online reviews and bank or building society referrals

Contact Information

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