

MORTGAGE BRIEF

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Mortgage Intelligence managing director Sally Parker says the Budget improves the Government's laid-back attitude to the tough market conditions and the plight of First Time Buyers. She also says how the firm is dealing with the turbulent market.

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Adewale quits Mint and starts up new network next door

By Sam Shaw

Former Mint founder and executive chairman Andy Adewale has left the firm to set up his own network in a neighbouring office.

Unleash Advice Partnership includes 21 ex-Mint advisers among its 24 ARs and Adewale predicts he will have 200 advisers within four years. The new network's address is 14 Gander Lane, Chesterfield, close to Mint's offices at 10-11 Gander Lane.

Adewale sold his 46 per cent stake in Mint to Intrinsic as part of the recent acquisition. He is chief executive of Unleash, while former Mint appointed representatives Martyn Edwards, Hitesh Patel

and Adrian Kidd become operations director, head of mortgage proposition and media relations officer. The business comprises 95 per cent IFAs and 5 per cent independent mortgage advisers.

Adewale says: "What will be our unique selling point? Not a lot, except we can assure to treat people fairly. I wanted to recreate my old business. Many of the products out there look the same – good firms all use technology now – although we think ours are a little bit better. You can be so much more robust if you move away from the reliance on initial commission – a key factor is moving towards recurring income, which is what we aim to do."

