



The mortgage providers of the future

Tomorrow's **technology** for today's building societies

Jumpstart your transformation



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Tomorrow's technology for today's building societies

About

Building societies past and present – a brief history of homebuying

Since the founding of the first building society in 1775, Britain's mutual and cooperative sector has played a pioneering role in helping people buy their own homes.

At the dawn of the industrial revolution, early building societies saw communities club together to provide access to affordable housing and escape from overcrowded slums. And through the centuries, generations of mutuals have continued to make homebuying history, whether by widening property ownership to women in Victorian times or rehousing bombed-out families in the Second World War.

What about now?

The spirit of innovation has never left modern building societies, who are as committed as ever to developing cutting-edge mortgage solutions. But time has caught up with their technology.

Today, most mortgage services in mutuals still run on a patchwork of legacy solutions and manual processes. To stay relevant to customers and competitive with banks, your building society is under pressure to transform and future-proof its mortgage lending operations.

Are you ready to innovate with your systems as well as your products? It could be easier than you think.

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The mortgage market becomes even harder to compete in if you haven't got the right technology. We are making sure that we've got seamless application processes and supporting procedures."

William Carroll

CEO, Monmouthshire Building Society



About

The future of mortgage lending starts here

These are good times to be a building society. The UK government has committed to doubling the size of the mutual sector and regulatory reforms look set to reduce legal restrictions on the market and improve access to capital for growth.

With a unique combination of one-to-one contact and digital channels, your potential is there to be unlocked. But legacy technology stacks and old-fashioned ways of originating and processing mortgages still threaten to hold you back.

Advance your operations with industry insights

In the [Building Societies Report 2025](#), commissioned by the Building Societies Association and co-sponsored by FintechOS, Whitecap Consulting identified the four key challenges that building societies must address to future-proof their mortgage services.

Read on to explore some of the facts, figures and insights from Whitecap's report and get our own expert recommendations on the tech you need to improve your competitive edge. Plus, learn how a leading mortgage provider already revitalised transformation with FintechOS.

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With continued support, investment and innovation, building societies will continue to grow and provide financial support to savers and borrowers over the next 250 years.”

Robin Fieth

CEO, Building Societies Association



Challenge 1

Provide innovative mortgage products

The mortgage market is more competitive than ever, pitting building societies against both major banks and challenger neobanks. But in the battle for customers, societies have a well-honed weapon: deep knowledge and experience of market niches that meet growing needs and offer sustainable margins, too.

From buy-to-let and high loan-to-value (LTV) to shared ownership and equity release, a focus on specialist mortgages helps building societies set themselves apart from banks. As housing becomes less affordable, societies are also especially committed to supporting first-time buyers.

Innovation is the order of the day. But do your systems make it easy to extend your range and launch new mortgage products?

40%

of building societies expanded their product ranges from 2020 to 2025, with buy-to-let, lending into retirement and holiday lets the most common specialist niches

+24%

The biggest increases are in holiday lets

+19%

High LTV mortgages

+17%

Shared ownership schemes

44%

Building societies' total residential lending went to first-time property buyers in April to September 2024

Recommendation 1

Adopt low-code, AI-powered technology

Innovations in technology are helping building societies innovate for their customers. By integrating an AI-driven, low-code/no-code product engine with your existing systems, you can rapidly build new specialised mortgage products and bundles or create offshoots of established products.

Low-code/no-code tools already make it easy to create new mortgage journeys without specialist IT expertise, in line with all regulations. But AI enablement brings even more speed and agility to the process, allowing you to “chat” to the product engine and direct it to build out each journey for you.

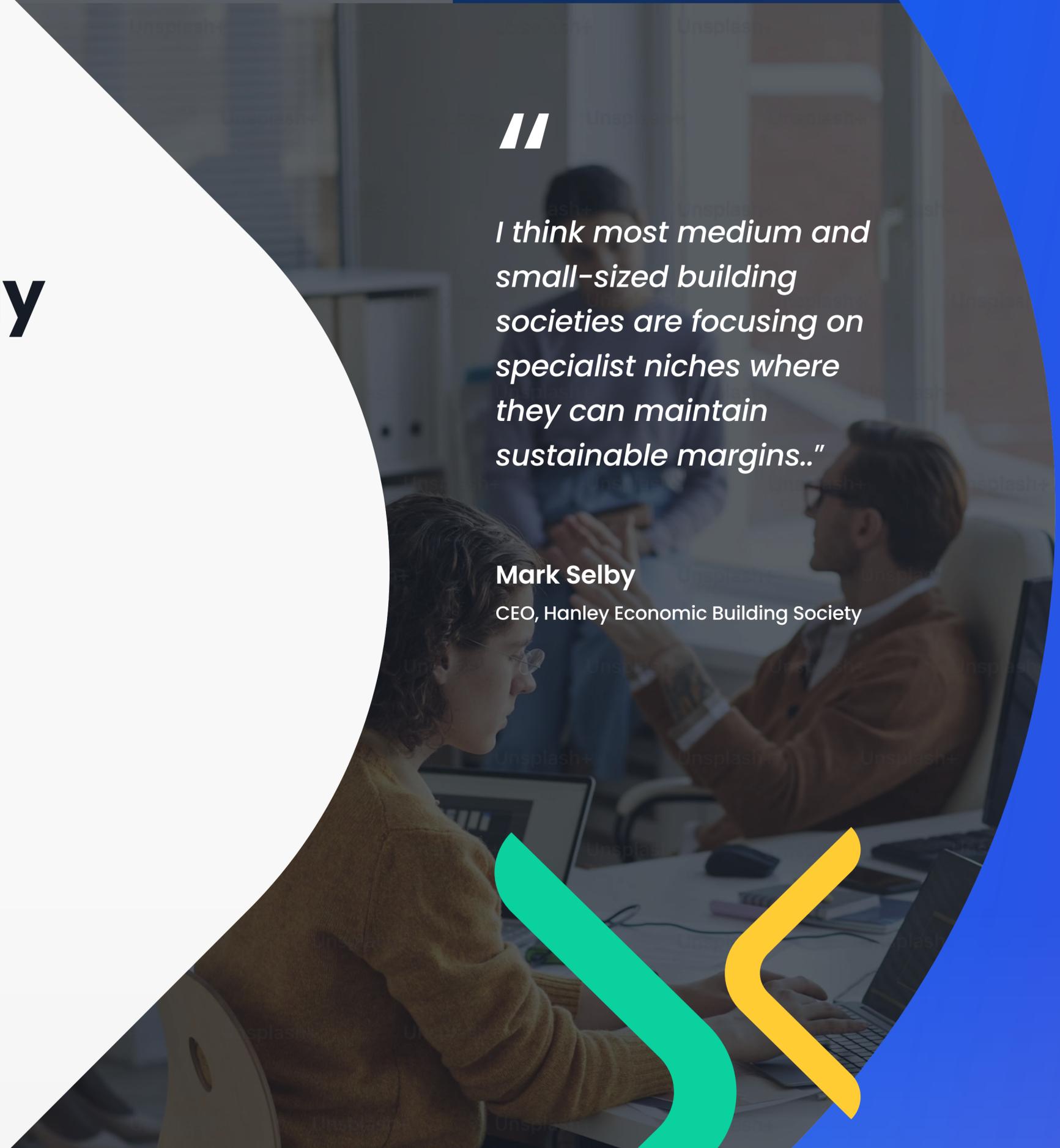
Traditionally, it's taken up to six months to design and launch a new or adapted niche mortgage product. With the latest tech, you can visualise your brightest ideas in seconds and bring them to market as quickly as your internal governance allows.

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I think most medium and small-sized building societies are focusing on specialist niches where they can maintain sustainable margins..”

Mark Selby

CEO, Hanley Economic Building Society



Challenge 2

Improve customer service and satisfaction

With large lenders adopting more aggressive pricing strategies for mortgages, building societies can no longer compete on rates and criteria alone. To boost their appeal, societies are working hard to not only provide more niche products but also offer a better customer experience to direct mortgage borrowers.

Building societies are in a strong position but neobanks present a rising challenge. According to Whitecap, smaller societies see these new market entrants as their main source of competition. And where neobanks excel is in the digitalisation of the origination journey, with the seamlessly automated, superefficient processes that meet modern customer expectations and slash cost to serve, too.

Larger societies, meanwhile, face growing threats from traditional retail banks. Whitecap's Director Julian Wells also notes that "advancements in technology could intensify competition by enabling larger banks to automate and replicate their specialised lending models."

Competition is coming from all angles. The only way to keep winning is to raise your digital game.

93%

of building society customers say their provider offers good customer service,

compared to just

87%

of bank customers

Building societies accounted for

72%

of mortgage market growth between April and September 2024

Recommendation 2

Drive digitization deeper

Building societies still originate a lot of mortgages manually through their branches and call centres. And while website enquiry forms may give the appearance of a digital origination process, there are usually humans working hard behind the scenes to compile and process all the data that customers enter.

Human interaction is still an important part of the building society proposition. But a modern product platform helps transform mortgage origination into a more efficient, truly digitally driven process without compromising customer relationships or compliance.

When the latest technology powers your operations, customers can verify their identity online, upload official documents to your portal and submit to automatic affordability checks via open banking.

Documentation can also be signed digitally; no physical paperwork needs to change hands; and labour-intensive valuation and legal processes can be digitalised, too.

Ultimately, your customers, your team and all the stakeholders involved in the mortgage origination process will use the same platform to share information in real time. There's no need to keep rekeying in data. You can give direct customers a smoother, better experience and make your business easier to scale.

Building societies' **top two** priorities for mortgages are **targeting new customers** and **embracing customer-facing digital functionality for new mortgage lending**

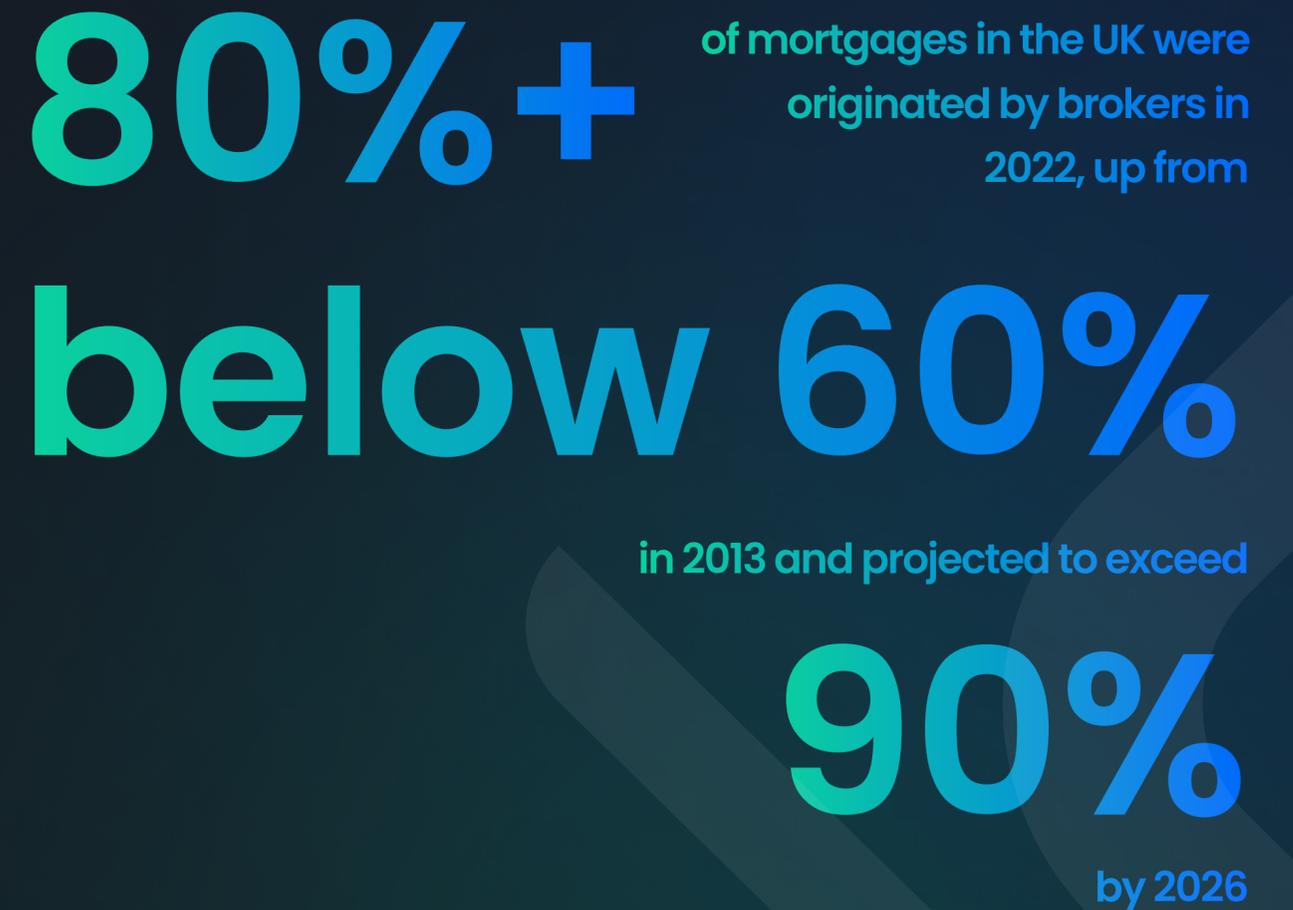
Challenge 3

Get closer to brokers

Brokers are by far the biggest source of mortgage origination for building societies, so you need to do all you can to make the relationship work smoothly. Despite the looming ubiquity of robo-advisors and AI, consumers still trust brokers over technology to help them make the major financial decision of choosing a mortgage.

As Richard Fearon, CEO, Leeds Building Society, told Whitecap, “The intermediary market is here to stay. It’s resilient and it’s vibrant.” So much so that some societies have even closed their direct channels to become entirely broker led.

With increased reliance on brokers for mortgage distribution, your building society needs to treat its intermediaries just as well as its customers and make it easy for them to share data and do business with you. One too many manual processes and you risk them taking that business elsewhere.



Recommendation 3

Deliver a seamless digital broker experience

Brokers must give building societies a lot of information on potential borrowers. At the very least, you need to provide a dedicated portal for your intermediaries, where they can input all the data you need.

But to get the best possible deal for customers, the typical broker will have to approach multiple banks or building societies. That means logging onto several different portals and copying and pasting or rekeying the same information several times over.

The latest technology will bypass the need for this time-consuming manual activity. As well as allowing you to create your own broker portal, a modern product engine can use APIs to consume data directly from the broker's own systems. Then, at the push of a button, a broker can send a building society exactly the data it needs on every potential customer and feed it straight into the society's mortgage origination process.

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Maintaining good margins on mortgages is achievable by ensuring exceptional delivery of service to both the customer and the broker."

Jonathan Westhoff

CEO, West Brom Building Society

Challenge 4

Streamline mortgage operations

In building societies, mortgage operations are ripe for digital transformation, with technology already driving significant improvements. As well as automating more back-office tasks and reducing manual underwriting, more progressive societies are upgrading their front end to streamline mortgage origination and servicing.

Whitecap's Julian Wells says, "While societies are at different stages of integrating technology into their operations, many see it as crucial as they progress into the future. Some view upgrading technology as essential for attracting younger generations, while others see it as a competitive advantage."

But with so many processes to automate in the typical mortgage journey, digitalisation can be daunting for a building society. How can you transform your tech stack without breaking the bank and disrupting your operations?

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The mortgage market becomes even harder to compete in if you haven't got the right technology. We are making sure that we've got seamless application processes and supporting procedures."

William Carroll

CEO, Monmouthshire Building Society

Recommendation 4

Transform little by little

Few, if any, banking organisations have transformed their entire tech stack effectively in one go. In fact, the history of “big bang”, greenfield builds is littered with failures.

The secret of a successful transformation is to do it gradually. For example, rather than trying to change the origination process across all your products, focus on one product set to start with, like mortgages. Then, break down the typical mortgage journey, from application to moving-in day, and tackle the parts of the process that take longest or involve the most manual work first.

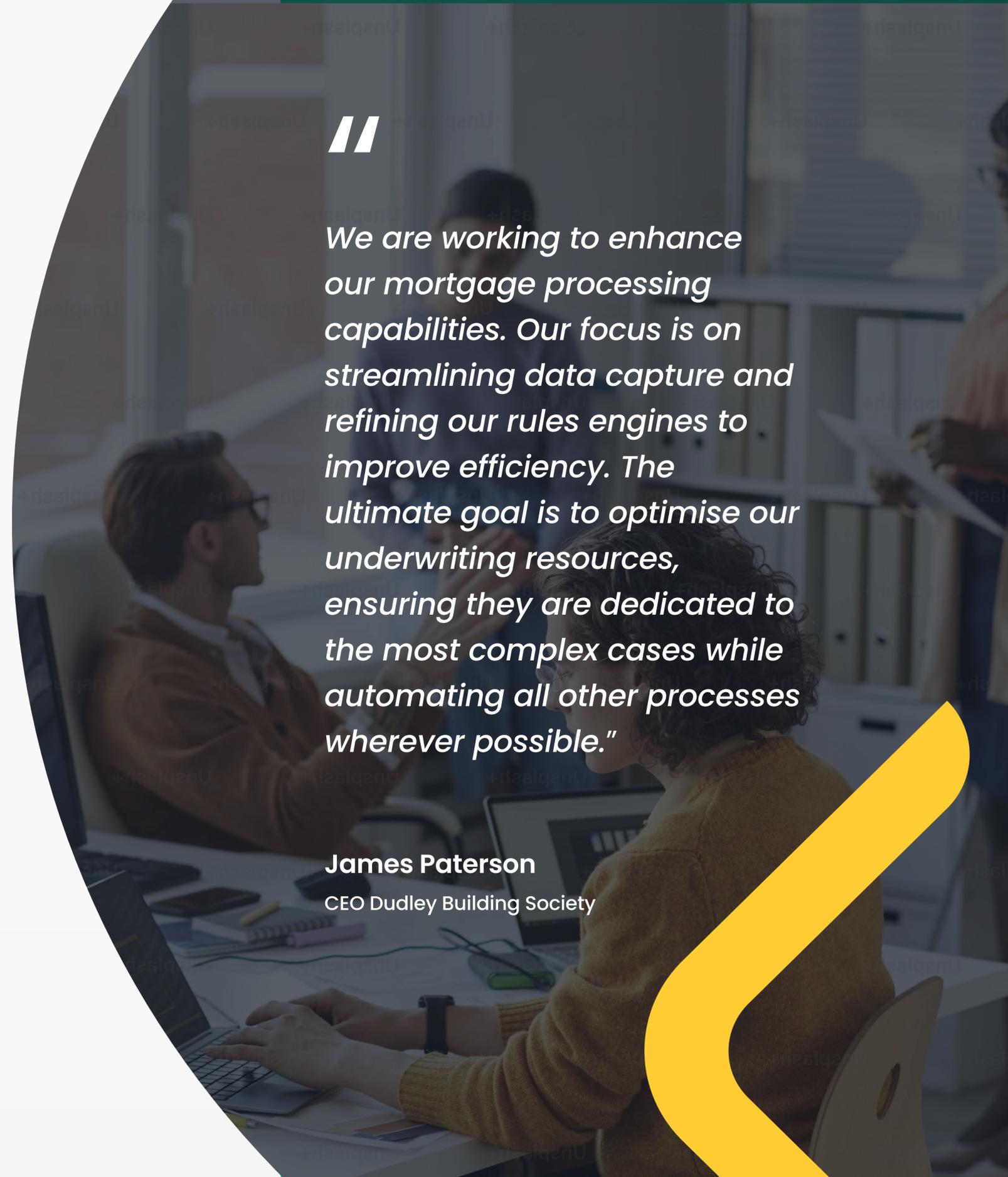
By transforming in increments, you’ll make a massive difference where it matters, measuring success and building confidence and momentum as you go. A composable product engine will help you kickstart and continue this cycle of innovation, so you never stop advancing your operations with the latest technologies.

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We are working to enhance our mortgage processing capabilities. Our focus is on streamlining data capture and refining our rules engines to improve efficiency. The ultimate goal is to optimise our underwriting resources, ensuring they are dedicated to the most complex cases while automating all other processes wherever possible.”

James Paterson

CEO Dudley Building Society



Case study

How Avant Money is transforming mortgages with flexible tech

For Ireland's Avant Money, an award-winning consumer finance company, the mortgage experience urgently needed to change. Paper intensive, with lots of steps and often confusing for customers, the average mortgage was taking six months to complete from end to end.

Working closely with FintechOS and adopting its low-code/no-code technology platform, Avant Money has been able to make proactive, innovative improvements to how it delivers mortgages.

The result? Truly differentiated customer outcomes and a realistic chance of consistently wrapping up mortgages in six weeks, not six months.

[Get the whole story](#)

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I feel that FintechOS would be a likely partner for any company who's looking to deliver something new."

Averil Nolan

Head of Mortgage Transformation and Business Architecture, Avant Money



FintechOS

Built for the future of building societies

FintechOS is an innovative and AI-driven product engine that will seamlessly integrate with your building society's existing technology stack. It offers powerful, low-code/no-code capabilities and a composable architecture to accelerate digital transformation.

Now you can launch new mortgage products at scale, with broker-first workflows, smart underwriting and configurable product design. You can streamline journeys for savings and deposits, seamlessly bridging branch and digital with a shared product catalogue and composable back office. And you can personalise offers, deliver instant approvals and scale your services, all powered by real-time data, AI and automation.

Are you ready to transform how you onboard members, originate mortgages and manage savings without sacrificing your values as a mutual? Get in touch with us to request a demo and learn more.

[Book a demo](#)

Learn more in the FintechOS Evolv Podcast

Dig further into the findings of the Building Societies Report 2025 in our podcast with Whitecap Consulting, the Building Societies Association and digital consulting firm Publicis Sapient. Get insights from industry experts and explore the latest priorities, challenges and opportunities for today's mutuals, from growing AI adoption and shrinking branch networks to emerging trends in mortgages, green finance and regulation.

[Tune into the podcast here.](#)

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The real benefit of working with FintechOS is working directly day to day with people who know the platform inside and out. The relationship that we built with the team makes it very, very easy to work with them."

Averil Nolan

Head of Mortgage Transformation and Business Architecture, Avant Money