

## **eMoneyfacts is pleased to announce the launch of a brand new distributor – the eMoneyfacts Savings Club.**

**The eMoneyfacts Savings Club is the first ever specialist Savings distributor to launch.** The club will allow intermediaries to arrange savings products for their clients and receive commission. The club is to launch on Tuesday 10th March and is open to users of the eMoneyfacts.co.uk adviser portal as long as they are regulated to give advice by the Financial Services Authority.

The club will initially operate a pilot with Yorkshire Building Society to assess the appetite of Intermediaries to write savings business with the Yorkshire, offering a two year Fixed Rate Bond product with an interest rate of 3.10% and the option of monthly or annual interest payments.

**Ed Payne, head of eMoneyfacts** said: "We already offer intermediaries the most comprehensive savings sourcing tool for savings products and received over 30,000 hits on our savings pages by intermediaries in January alone. Intermediaries are therefore clearly researching savings products for their clients already and this distributor will allow them to earn commission from arranging products in this market."

"We are proud to launch this initiative with Yorkshire Building Society, one of the strongest and most respected institutions in the country. Not only does this show that eMoneyfacts is committed to helping intermediaries to grow their businesses by diversifying in this challenging market, but it also shows that the mutual sector still has the courage and vision to offer new products and initiatives that help brokers and their clients"

"Whilst we are launching with Yorkshire Building Society, we are currently in advanced discussions with other product providers who will shortly be joining our panel. This is a brand new initiative and the beginning of a brand new market and we would welcome discussions with other providers that are interested in supporting the club, supporting intermediaries and giving customers the chance to do business with them via intermediaries"

Brokers earn commission on each account they open with payments made by BACS via eMoneyfacts. As well as offering terms to members and handling commission payments, eMoneyfacts will also give background details on lenders, details of product features and facilities and details of the applicable compensation scheme that applies to deposits held with providers.

**Chris Edwards, Head of Mortgages and Savings at Yorkshire Building Society** said, " We have chosen to launch this new product with eMoneyfacts because of their significant distribution network of over 15,500 users. We see this as a positive move for intermediaries which will help provide some much needed income in a period of stagnation in the mortgage market."

eMoneyfacts has over 15,500 live registered users and has attracted over 700 new users so far in 2009. It continues to offer free online mortgage sourcing to users including direct only products, a client management tool, compliance documentation and support and a host of other data across the Financial Services market. For further details and to register go to [www.emoneyfacts.co.uk/aboutsavingsclub.aspx](http://www.emoneyfacts.co.uk/aboutsavingsclub.aspx)

## Note to Editors

### About The Moneyfacts Group

Moneyfacts is recognised as the UK's leading provider of independent personal finance information. For the last 20 years, Moneyfacts' information has been the key driver behind many personal finance decisions, from the Treasury to the high street.

Our fast growing consumer website [www.moneyfacts.co.uk](http://www.moneyfacts.co.uk) helps customers understand personal finance products and gives them with the ability to check the latest best buy products and to search the whole market for products that suit their individual circumstances.

The group also supplies best buy charts to many of the UK national newspapers, with a total weekly readership in excess of 22,000,000. From its Norwich headquarters, Moneyfacts also provides the raw personal finance data that powers over half of online comparison websites.

Our dedicated research experts produce three monthly publications as well as providing real time news and data services to the majority of banks and building societies. Additional information can be found at [www.moneyfactsgroup.co.uk](http://www.moneyfactsgroup.co.uk).

### Contact us...

Looking for extra comment, a chart or more information, then please give us a call. We are always more than happy to help.

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