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Volatility and turbulence halves the mortgage product shelf life in a month

The latest issue of the monthly Moneyfacts Treasury Report on UK Mortgage Trends has given additional insight into one of many repercussions of a volatile and turbulent mortgage market.

Escalating fixed mortgage rates, combined with lenders withdrawing and replacing products as they become too marketable, have resulted in the average shelf life of a product reducing from 23 days down to just 14 days for the month of June.

Rate change has been the biggest culprit for this shortened life span as the number of available residential mortgage products only grew by 33 to 1,299 in the same period. Today, this figure has increased further to 1,305.

Darren Cook, analyst contributing to the Moneyfacts Treasury Reports commented:

“It is bad news for consumers that mortgage deals are only appearing in the window for such a short period. There are now only a limited number of cheaper deals available and before the consumer has chance to look at them a second time, they are gone.

“LIBOR and SWAP rates are continuing to prove unpredictable and I would not be surprised if the shelf life is cut even further during the next few months.

“When the Bank of England cut interest rates by a total of two and a half per cent within two months back in November and December last year, the shelf life fell to only six days, which is less than the life of a pint of milk.”

About the monthly Moneyfacts Treasury Reports

Moneyfacts Treasury Reports are currently used by HM Treasury, the Council of Mortgage Lenders, the Building Societies Association, the Financial Services Authority and many UK banks and building societies.

The reports combine past and present market data to provide groundbreaking reviews of the UK's mortgage and savings trends. Complex statistics are transformed using succinctly written commentary, clear line graphs and tables, to provide instantly accessible information and save time currently spent on individual research.

Moneyfacts Treasury Reports are essential reading for regulators, lenders, economists and those working in the wider areas of finance, product development and marketing. Ideal for strategic planning and in-depth analysis of current mortgage and savings trends, they can also be used as the basis for further individual market investigation.

Contact us...

Looking for more in-depth information about the savings and mortgage Moneyfacts Treasury Reports and details regarding the subscription options available to you,

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Our increasingly popular consumer website www.moneyfacts.co.uk **helps customers make better financial decisions** and gives them the ability to check the latest best buy products and to search the **whole market** for products that suit their individual circumstances.

Moneyfacts.co.uk also supplies best buy charts to many of the UK national and regional newspapers, with a total weekly readership in excess of 22,000,000. Moneyfacts.co.uk also provides the personal finance data that powers many UK 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.

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