

# april

Press Release - 24/06/2024

## Mark Eaton appointed Chief Operating Officer at April Mortgages

Innovative lender April Mortgages has appointed Mark Eaton as Chief Operating Officer as it continues its mission to deliver greater peace of mind to the mortgage market.

Mark has played a central role to date in April Mortgages' launch, bringing 5-15 year fixed rate mortgages into the UK mortgage market, and providing new levels of security and certainty to both advisers and their clients.

April Mortgages provides borrowers with a groundbreaking range of longer-term fixed rate mortgages. Borrowers can take advantage of fixed rate terms of 5-15 years, with LTVs of up to 95% for purchase and 85% for remortgages respectively.

There are no Early Repayment Charges for those who move house or use their own funds to repay the mortgage. In addition, as the borrower pays off their balance and drops into lower LTV brackets, their fixed rate reduces automatically.

Mortgage advisers also enjoy peace of mind, through a rewarding ongoing commission structure.

In the new position, Mark will utilise his experience in the industry in steering April Mortgages' operations, as well as its sales and marketing activity, as it builds relationships with advisers across the UK. April Mortgages is committed to ensuring that borrowers and advisers feel the benefits of this fresh approach to longer-term fixed rate mortgages.

Mark Eaton, Chief Operating Officer at April Mortgages, said:

"This is an incredibly exciting time for April Mortgages, and I'm thrilled to play a bigger part. My 25 years in wealth and mortgages will be invaluable in informing the conversations we have with advisers and distributors across the sector as we spread the April Mortgages message, which has already struck a chord with so many.

"The volatility of the last few years has highlighted the benefits that mortgage advisers and their clients can enjoy through longer-term fixed rate mortgages, and we have already seen substantial interest in our innovative range of products.

"Peace of mind for advisers is just as important to us as peace of mind for individual borrowers; we recognise the challenges that advisers face in delivering the highest standards of advice, based on each customer's personal circumstances, particularly with Consumer Duty now in force. April Mortgages' innovative product offering means not only that borrowers enjoy true certainty for longer periods, in a way that simply hasn't been available previously, but advisers also get that peace of mind as they are free of the two-year remortgage rollercoaster that can lead to so much stress for all involved.

"I am passionate about bringing the April Mortgages message to greater numbers of advisers, and helping to establish us as the long-term lender of choice in the UK."

