Making protection part of the mortgage journey from day one

The moment that matters most.
There's a question that often gets asked too late in the mortgage journey for your clients.
"What happens if you can't pay your mortgage due to illness or an accident"?

By the time this conversation comes up, the sense of urgency has usually passed by. The mortgage may already be agreed. The focus has shifted. And protection starts to feel like a secondary consideration rather than part of the core advice process.

Why the protection gap still exists
The protection gap isn't there because people don't care. For most clients securing their home is their focus, while advisers are understandably concentrating on getting the mortgage through to completion.

Somewhere along the way, discussions about financial resilience and protection can get pushed back or forgotten about altogether. By the time the mortgage completes, the option to talk about protection has passed. Clients are thinking about moving, furnishing and settling into their new home.

Start where it matters.
For many clients the most effective point to introduce protection isn't later in the journey. It's right at the start.

Early discussions set the tone. It shapes how your clients think about the long-term commitment they're taking on that relies on ongoing income. And it creates a natural way to explore different types of discussions.

Rather than asking whether a client wants a certain product, advisers can focus on understanding circumstances and their needs. Advisers could *ask, "If your income stopped due to illness, how would you continue to afford this home?"*

It's a small shift. But it supports more meaningful conversations.
Focus on income, not products.

Clients find it easier to engage in discussions about their own situation rather than product features, particularly early on.

Simple open questions can support awareness, such as:

- *"What would happen if you were unable to work for three months?*
- *Six months?*
- *A year"?*

Many clients may not have thought about how they would manage if this happened. Exploring this isn't about creating fear. It's about raising awareness. Once understood, the potential risks can be seen, helping your client make an informed decision. Where a need is identified, protection products may then be considered as one way of addressing that risk, subject to suitability, eligibility and individual circumstances.

Supporting good outcomes under Consumer Duty

The Consumer Duty is focused on delivering good client outcomes, including making sure clients understand risks associated with their financial decisions.

Helping a client consider how they would maintain a mortgage if their income stopped forms part of an assessment of their circumstances and vulnerabilities.

Starting that conversation early shows you're looking beyond the immediate transaction. You're looking to help your client when they need it most.

As with all regulated advice, any recommendation should be based on the client's objectives, affordability and needs.

Timing can make a difference

Protection is often left until after the mortgage offer. In practice this may be already too late in the process.

Aligning protection conversations with the mortgage journey, and where there's a need putting it in place before completion, can help reduce the risk of gaps in financial resilience.

For example, if your client became too unwell to work between their mortgage offer and completion, they may have no financial safety net in place. Highlighting this risk allows clients to make informed choices

Handling common concerns

Cost is a common concern, positioning protection as part of the overall cost of maintaining a home rather than an extra outgoing, can help put this into context.

Clients may also feel that illness or injury is unlikely to affect them. Rather than challenging this directly, just reframe the discussion:

"It might never happen, but if it did, what would you want in place to protect your home?".

That keeps the conversation balanced without applying pressure.

Making protection a part of the conversation

When protection is only discussed occasionally, it can feel optional.

When it's part of every mortgage conversation, clients may see it as a normal part of financial planning. Advisers have more consistent conversations meaning fewer protection opportunities are missed. This supports both good client outcomes and long-term relationships.

A simple shift with a big impact

Reducing the protection gap isn't about pushing products harder. It's about having the right conversations at the right time.

Start earlier.
Keep it focused on income and affordability.
Tie it directly to what matters most.

Because a mortgage isn't just a transaction. It's a long-term commitment that depends on income.

Considering what would happen if that income stopped, is a conversation worth having right at the beginning.

Working with advisers

Holloway Friendly works with advisers to support clear, informed conversations around income protection.

If you're looking at how protection fits into your mortgage process, our Business Development Team is on hand to support you. Contact us on sales@holloway.co.uk .

Important information

This article is for financial advisers only and is intended for informational purposes. It doesn't constitute financial advice or a recommendation.
Protection products are subject to eligibility, terms and conditions, and exclusions. Individual circumstances will vary. Advisers should ensure that any recommendation is suitable and affordable for the client.