

## **Keeping it simple Paragon's mortgage brands align under new look**

- Paragon combines its Mortgage Trust and Paragon Mortgages brands
- Easy access to full product range through one website
- Established team continue to support strong relationships

Paragon has combined its Mortgage Trust and Paragon Mortgages buy-to-let product range under a single, refreshed Paragon brand, giving intermediaries easy access to its full suite of buy-to-let mortgage products through a new website.

Paragon Mortgages products have been migrated to a Paragon 'portfolio' range of products tailored to landlords with large and more complex property portfolios where mortgage applications require expert underwriting and support. This includes landlords with four or more mortgaged properties and those operating as limited companies and limited liability partnerships. More complex propositions are also included, from HMOs to multi-unit blocks.

Mortgage Trust products are now presented in a Paragon 'non-portfolio' range tailored to meet the needs of landlords with three or fewer self-contained units, supported by a fast and efficient streamlined process.

The new approach reinforces buy-to-let changes that Paragon introduced earlier this year, to align with the PRA regulatory approach which came into force for all lenders at the end of September and requires a more detailed assessment of portfolio landlords.

Paragon's residential mortgage products will also adopt the new Paragon brand.

Today's move is part of a wider exercise to simplify and align branding across Paragon's different product lines, reflecting Paragon's ongoing development as one of the UK's fastest growing banking groups. Established in 1985 and already a leading FTSE 250 company, Paragon gained its UK banking licence in 2014 and today has over £12 billion of assets under management.

Since 2014, alongside its established buy-to-let mortgage business, Paragon has introduced second charge and specialist residential mortgage products. It has also launched savings, asset finance, motor finance, residential development finance and structured finance product lines.

To see the new brand in action, mortgage intermediaries can visit Paragon's new website at [www.paragonbank.co.uk/intermediary/mortgages/buy-to-let](http://www.paragonbank.co.uk/intermediary/mortgages/buy-to-let). The new website also includes the full range of savings and lending products from Paragon. Telephone contact numbers are unchanged and intermediaries can reach their regular sales and support

contacts using existing email addresses or by switching to a new format, [firstname.lastname@paragonbank.co.uk](mailto:firstname.lastname@paragonbank.co.uk).

**John Heron, Managing Director – Mortgages at Paragon said:** “Our new branding presents a unified picture of our buy-to-let expertise for portfolio and non-portfolio landlords and backs up the new PRA standards being applied across the market.

“The wider brand alignment across buy-to-let and residential mortgages as well as the broader Paragon product range combines all our specialist finance expertise under one banner, giving all our customers and intermediary partners a clearer picture of who we are and all that we offer.”

**Ends**

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**Notes to editors:**

Paragon is a leading provider of buy-to-let mortgages for landlords with property portfolios, both big and small, through its portfolio and non-portfolio range.

Paragon lends to private individuals and limited companies and has mortgages suitable for single, self-contained properties, as well as HMOs and multi-unit blocks. Paragon can accommodate higher aggregate lending limits and more complex letting arrangements including local authority leases and corporate leases along with standard ASTs.

Paragon introduced its first product aimed at the professional property investor in 1995 and is a member of UK Finance, the Intermediary Mortgage Lenders Association (IMLA), National Landlords Association (NLA) and the Association of Residential Letting Agents (ARLA).

Paragon Bank PLC a subsidiary of the Paragon Banking Group PLC which is a FTSE 250 company based in Solihull in the West Midlands. Established in 1985, Paragon Banking Group PLC has over £12 billion of assets under management and manages over 450,000 customer accounts.

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