penta SERVICES

November 2026

WEBSITE GUIDE FOR MORTGAGE BROKERS AND ADVISERS

A mortgage broker website that turns rate-checkers into booked calls

Ready-made, fast and built to be found on Google and AI assistants. Calculators, a mortgage finder and online booking included. We adapt it to your firm, host it and keep it updated.



Ready Site · Corporate Website package

Live preview: mortgage.pentaservices.co.uk

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TRY THE LIVE DEMO

mortgage.pentaservices.co.uk

Wrenfield Mortgages is a fictional broker. Every name, rate, fee, figure and review in the demo is a sample that we replace with your own.

90+	3,400+	14	4.9/5
Lenders we compare	Mortgages arranged	Years helping homebuyers	Average client rating

Homebuyers do their homework before they call a broker

Someone buying a first home, remortgaging or buying to let searches Google, asks ChatGPT and tries a few calculators. They want to know what they can borrow, what it costs and whether you can help with their situation.

What visitors check

- How much can I borrow, and what would it cost a month?
- Do you help with my situation: first home, self-employed, buy-to-let?
- What is your fee, and is the first call free?
- Who will I talk to, and can I book a call easily?

What this website gives them

- Three live calculators: payment, borrowing and stamp duty
- Eight mortgage pages with what's included, who it's for and the fee
- A 5-step mortgage finder with an instant estimate
- Booking with dates, time slots and a reference number

25
Ready pages, including 8 mortgage pages and 6 guides

2
Homepage styles: general and first-time buyers

3
Mortgage calculators with live results

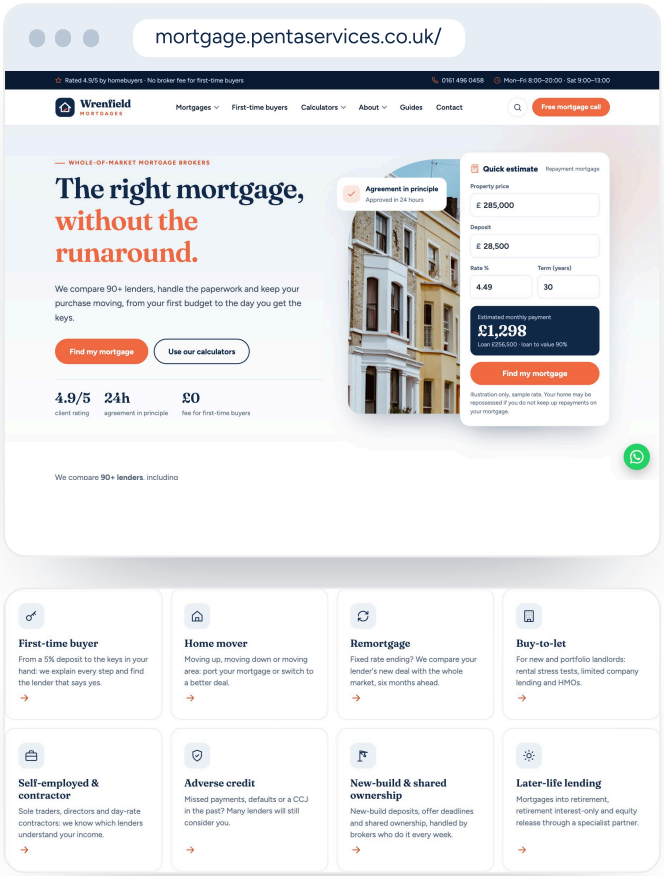
5
Steps in the mortgage finder, from goal to booked call

Made for

Independent mortgage brokers · Mortgage and protection advisers · Whole-of-market brokerages · Buy-to-let and specialist lending brokers · First-time buyer specialists · Later-life lending advisers

The homepage, section by section

One page that answers the three big questions: can you help me, what will it cost, and how do I start.



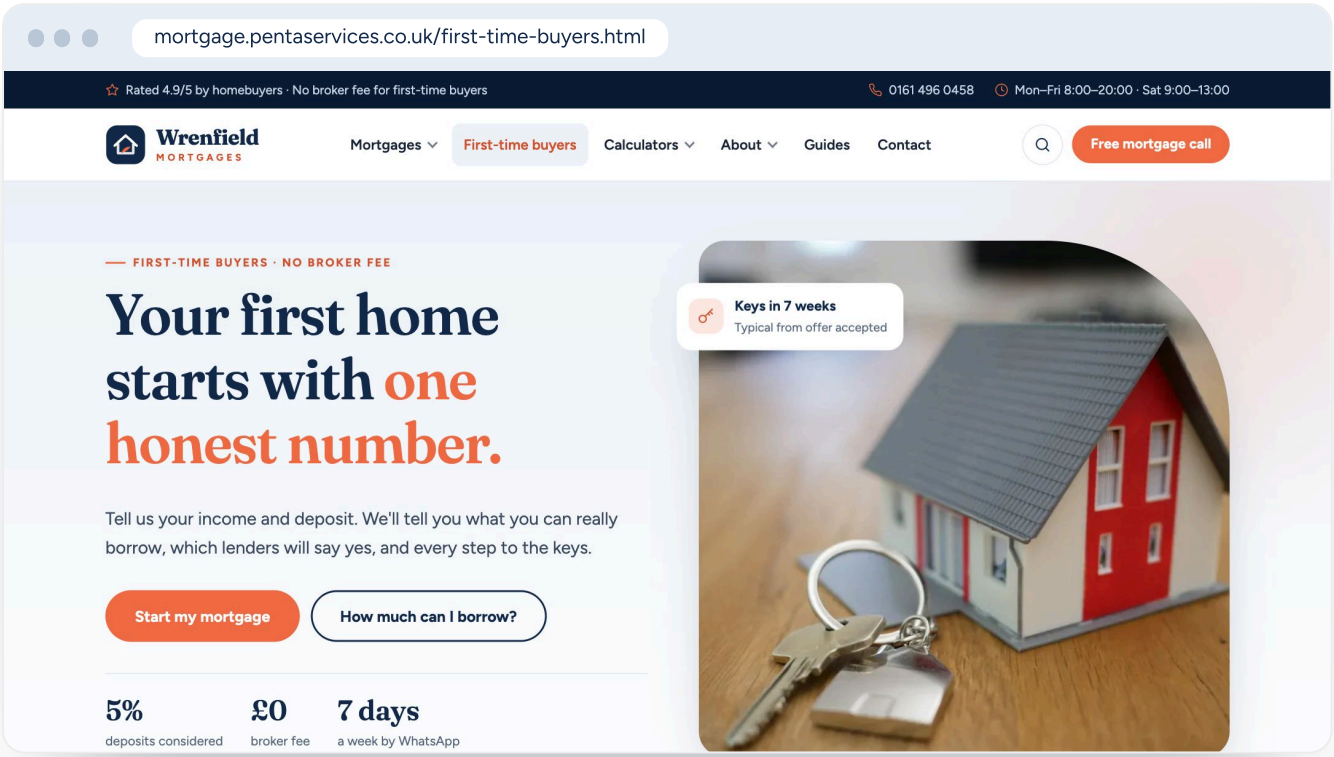
1. **Hero with quick estimate**
   Headline, two buttons, key figures and a live monthly-payment estimate right in the hero.
2. **Lender strip**
   The types of lenders you compare, without using any bank's logo.
3. **Choose your situation**
   Eight tiles: first-time buyer, mover, remortgage, buy-to-let, self-employed, adverse credit, new build, later life.
4. **Sample rates**
   A rate table with loan-to-value tabs, clearly marked as sample rates.
5. **Why us and figures**
   Your promises, photos, years in business and animated counters.
6. **Calculators and process**
   Links to the three calculators and five steps from first call to keys.
7. **Stories, team, reviews, FAQ, guides**
   Proof, people and answers, all on one page.

WHY IT MATTERS

Visitors come to a broker's site to run numbers. Giving them a real estimate in the first screen keeps them on your site, and every result leads to a free call.

A second homepage for first-time buyers

First-time buyers are the biggest group searching for a broker. This page speaks to them directly and is ideal for advertising, social media or a partnership with estate agents.



1 First-home hero
One honest number: what they can really borrow, with a no-fee message.

2 Ten-step roadmap
From checking the credit file to collecting the keys.

3 Borrowing calculator
Income, credit commitments and deposit, with a price range.

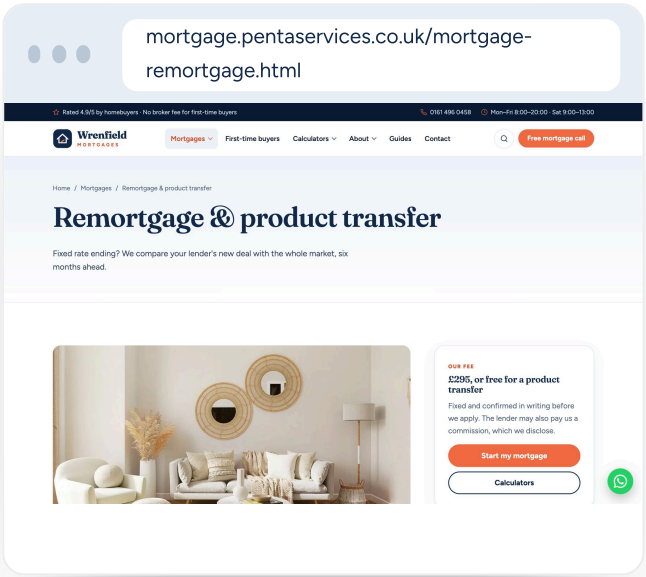
4 Ways to buy
5% deposits, gifted deposits, Lifetime ISA, shared ownership, high-LTV sample rates and first-time buyer FAQs.

Mortgages and mortgage pages

An overview of every type of mortgage you arrange, plus a separate page for each one, written to answer the questions people search for.



Mortgages overview

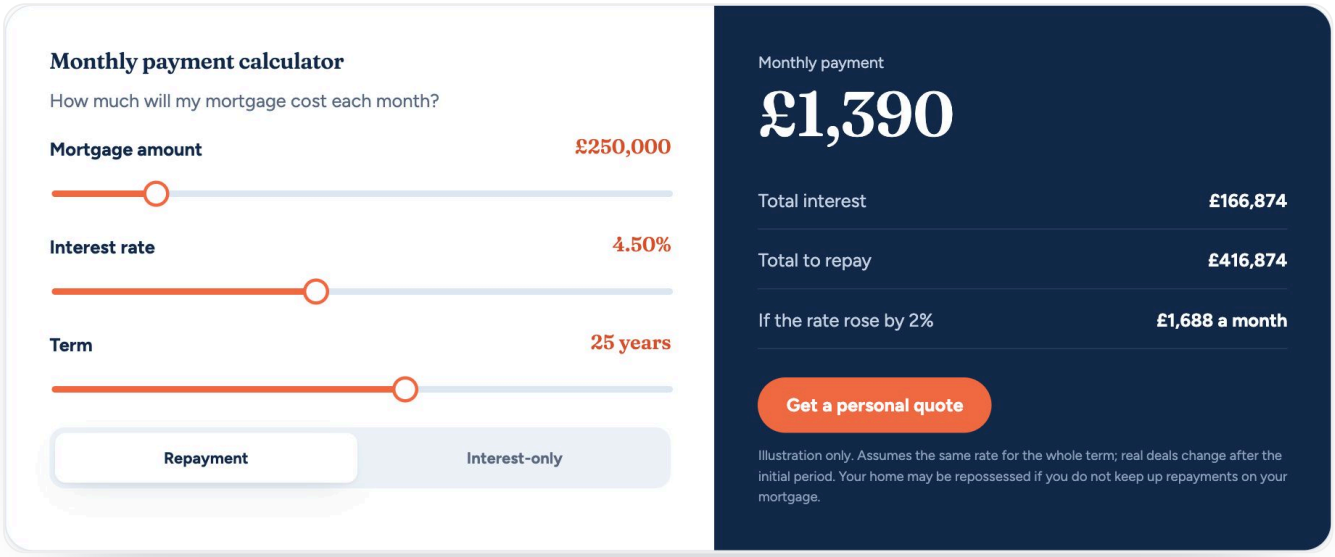


Mortgage page: remortgage & product transfer

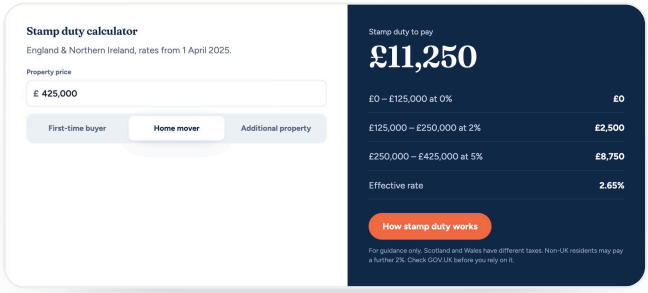
1. **Mortgage cards**
   Photo, category, short description and your fee.
2. **Find your starting point**
   A table that matches common situations to the right mortgage and fee.
3. **What we do for you**
   A checklist of what the client actually gets.
4. **Who it's for and what you'll need**
   Eligibility and the documents to prepare.
5. **Fee box**
   A sticky panel with the fee and a button that opens the finder on that mortgage.
6. **Client story and questions**
   A matching story, FAQs for the topic and related mortgages.

Three calculators that update as you type

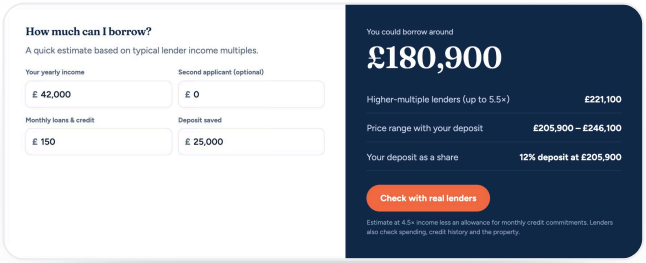
Calculators are why most people visit a broker's website. Each one ends with a clear next step: get a personal quote.



Monthly payment calculator with a rate-rise test



Stamp duty calculator



Borrowing calculator

1. **Stamp duty**
   First-time buyer, home mover or additional property, with every band shown (England & NI rates, easy to update).

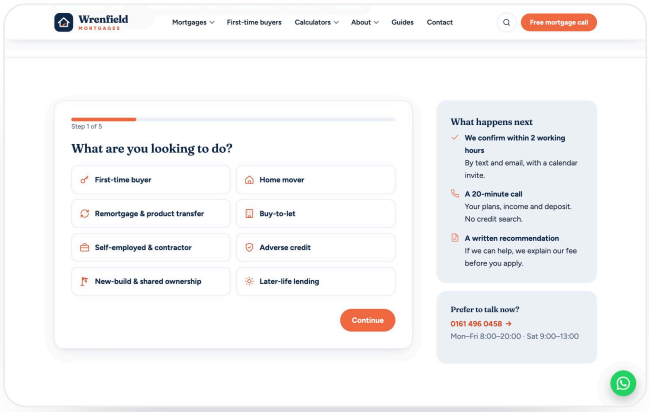
2. **Clear notes**
   Each result says what it includes and that it is an illustration.

3. **How much can I borrow?**
   Joint incomes, monthly credit and deposit, with a typical and a higher-multiple figure.

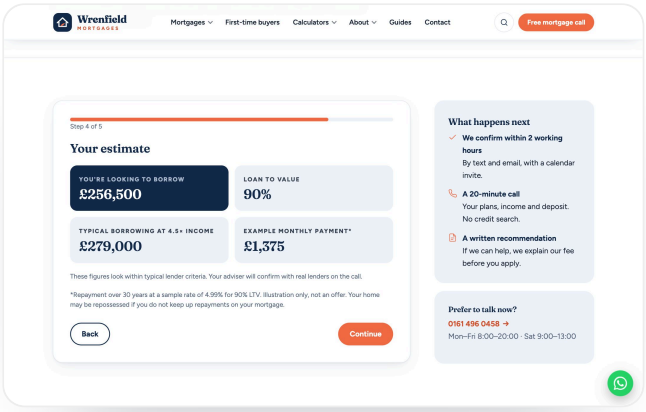
4. **Monthly payment**
   Repayment or interest-only, total interest and what happens if rates rise by 2%.

A mortgage finder that ends in a booked call

Instead of a long form, visitors answer five short steps. They get an instant estimate, and you get a qualified enquiry with all the details.

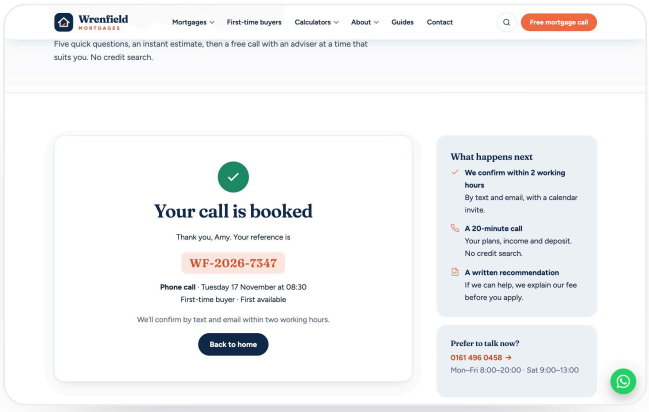


Step 1: the goal



Step 4: the instant estimate

1. **What are you looking to do?**
   Eight choices, also pre-selected from every mortgage page.
2. **Property and income**
   Price, deposit, how they are paid and any credit issues, with friendly validation.
3. **Instant estimate**
   Loan amount, loan to value, typical borrowing and an example payment, with tailored notes (deposit too small, income stretched, past credit).
4. **Book the call**
   Adviser, phone, video, WhatsApp or office, date and time slot.



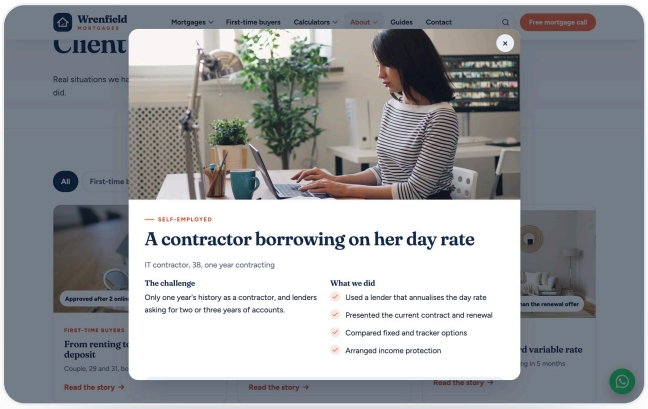
Call booked, with a reference number

WHY IT MATTERS

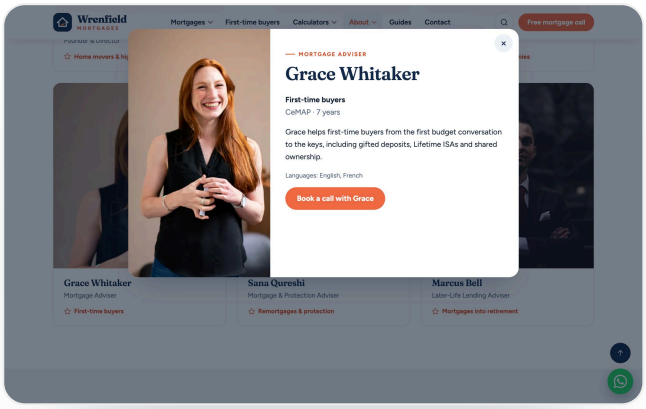
Each step asks one easy question, so far more visitors finish than with a single long form. Your adviser starts the call already knowing the price, deposit and income.

Client stories and your advisers

People choose a broker they trust. Stories show the problems you solve; profiles show who will solve them.



Client story pop-up



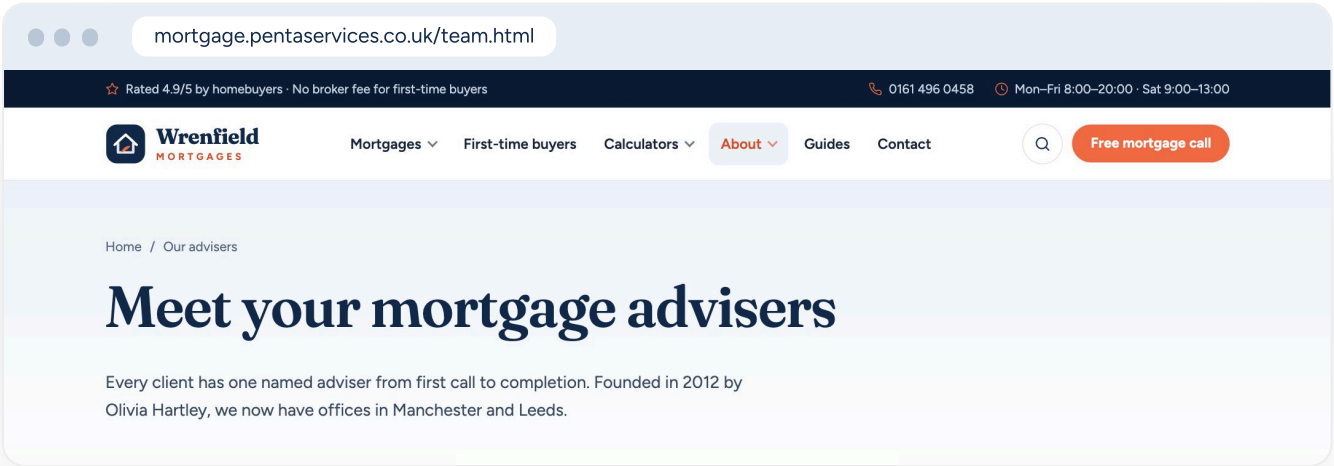
Adviser profile pop-up

1 Topic filters
First-time buyers, self-employed, remortgage, landlords, specialist.

2 Story pop-up
Challenge, what you did, the result and a key outcome, marked as illustrative.

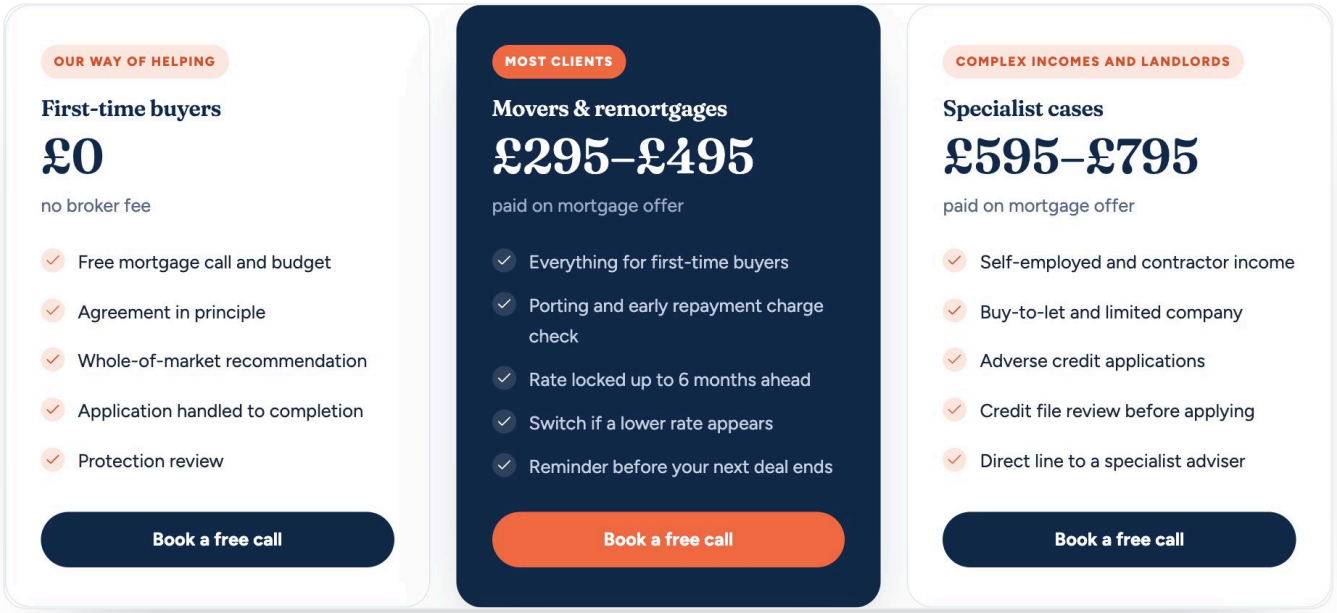
3 Adviser cards
Photo, role and speciality for every adviser.

4 Profile pop-up
Biography, qualifications (e.g. CeMAP), languages and a "Book a call with" button.



Clear fees and sample rates

"How much does a broker cost?" is one of the first questions people ask. Clear fees answer it before the call.



Fee options

1 Three fee levels

First-time buyers, movers and remortgages, specialist cases, each with what's included.

2 Fee by mortgage

A table of every mortgage type, its fee and when it is paid. Fees can also be shown as "on request".

MORTGAGE	BROKER FEE	WHEN IT'S PAID
First-time buyer mortgages →	No broker fee for first-time buyers	–
Home mover mortgages →	£495	On mortgage offer
Remortgage & product transfer →	£295, or free for a product transfer	On mortgage offer
Buy-to-let mortgages →	£695	On mortgage offer
Self-employed & contractor mortgages →	£595	On mortgage offer
Adverse credit mortgages →	£795	On mortgage offer
New-build & shared ownership →	No broker fee for first-time buyers	–
Later-life lending →	£495	On mortgage offer



Sample rate table

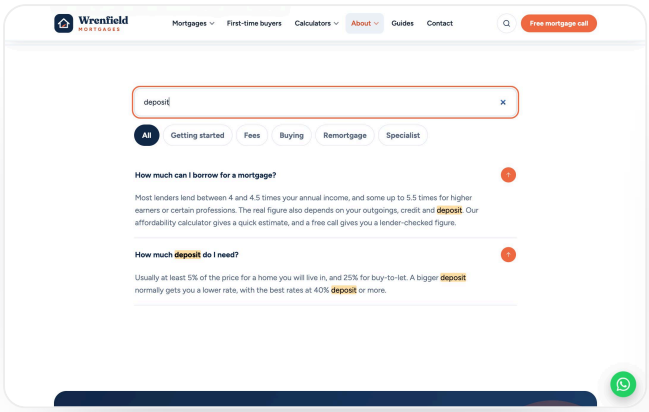
3 Rate table with LTV tabs

Up to 60%, up to 75%, 85% and above, with product fee and a link to check eligibility.

4 Honest notes

Each rate is clearly labelled as a sample. You can update rates yourself or hide the table.

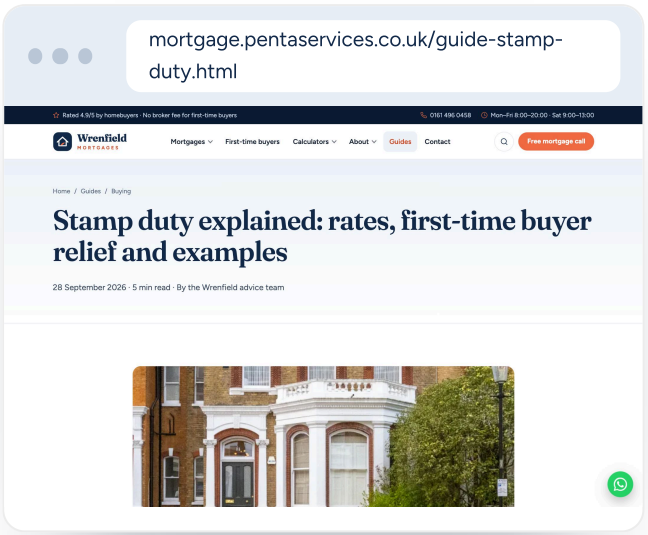
Answers, guides and every way to reach you



FAQ live search

1 Searchable FAQ

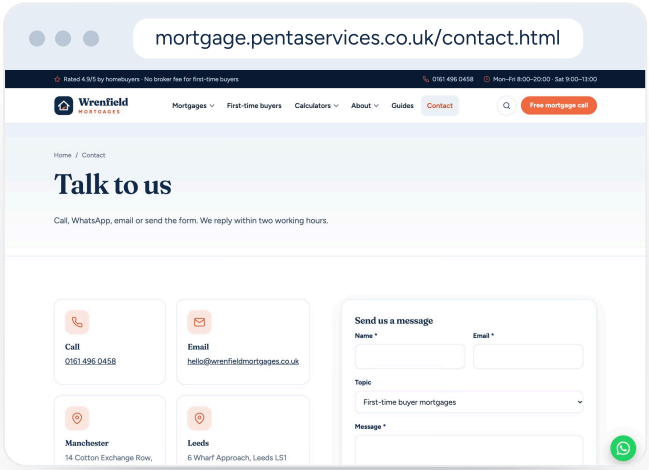
Visitors type a word and matching questions open with highlights. Topic filters and FAQ structured data.



Guide page: stamp duty

2 Mortgage guides

Plain-English guides on borrowing, first homes, remortgaging, stamp duty, self-employed documents and limited company buy-to-let, with topic filters and a rate-alert sign-up.

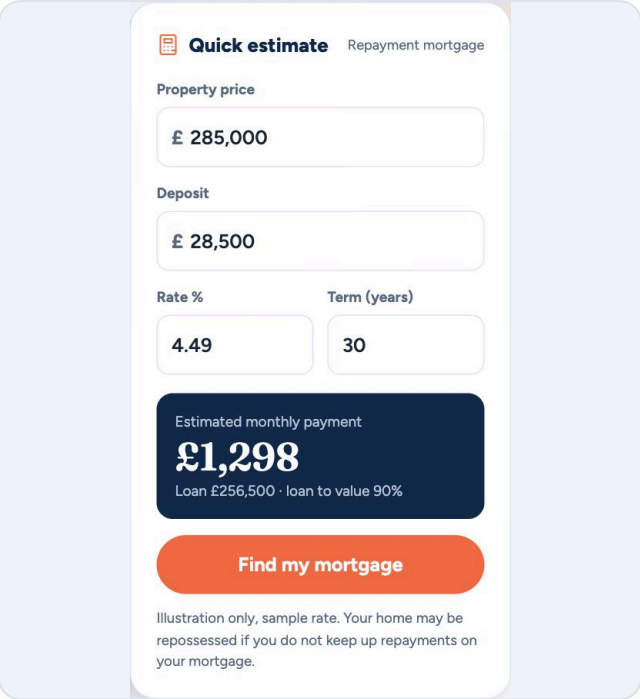


Contact page

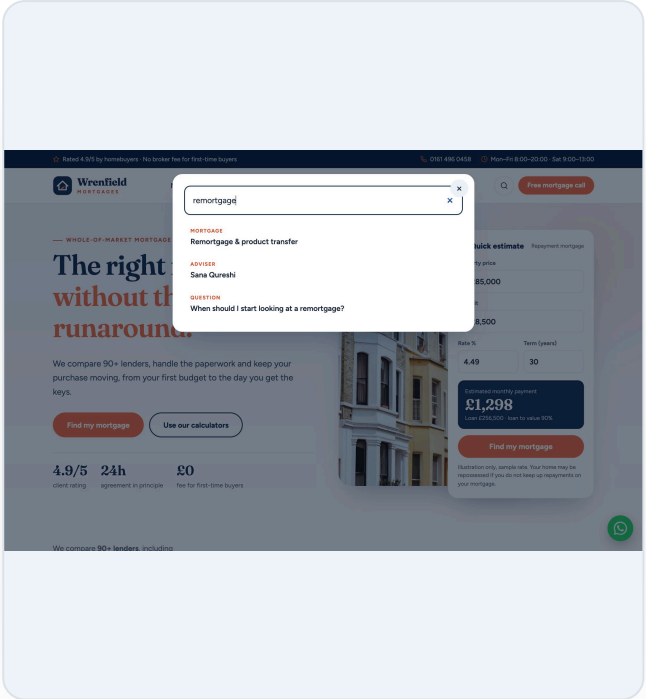
3 Contact

Two offices, hours, a contact form and short panels for complaints, privacy and accessibility.

Features that keep visitors engaged



Quick estimate in the hero



Site search

Quick estimate in the hero

A monthly payment with loan to value, before the visitor scrolls.

Site search

Searches mortgages, calculators, advisers, questions, stories and guides (also Ctrl/Cmd + K).

Regulatory footer

Space for your FCA number, the repossession warning, fee and commission disclosure and complaints information on every page.

WhatsApp, call and mobile action bar

A WhatsApp button, tap-to-call and a Call / Calculate / Free call bar on phones.

Fast and light

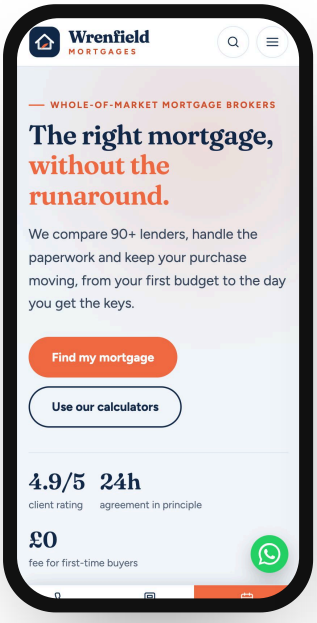
Plain code, compressed images and quick loading on phones.

Easy to update

All content in one place: change a fee or a sample rate once and every page updates.

Designed for the phone

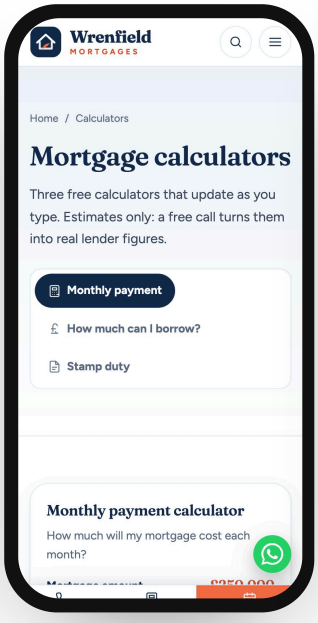
Most people check mortgages on their phone, often in the evening. The menu folds into a side drawer, the calculators and finder become thumb-sized, and a bar at the bottom keeps Call, Calculate and Free call one tap away.



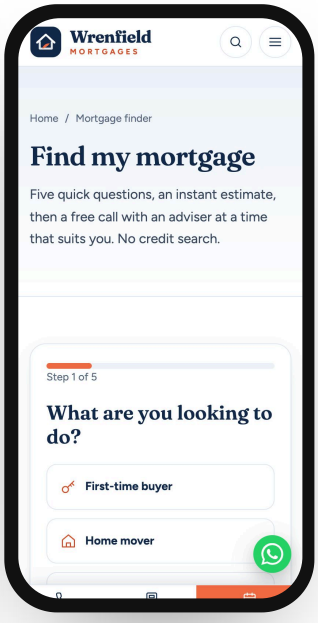
Homepage



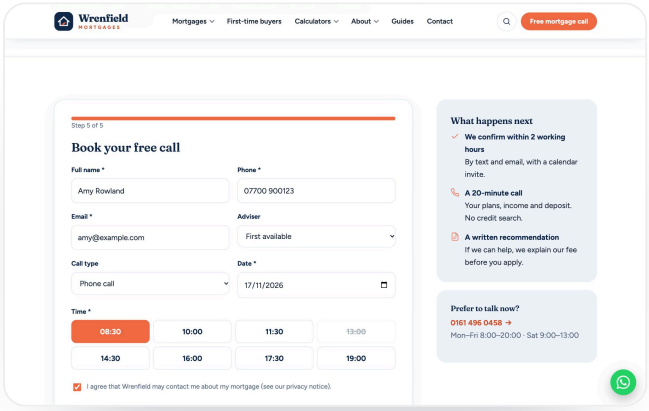
Menu

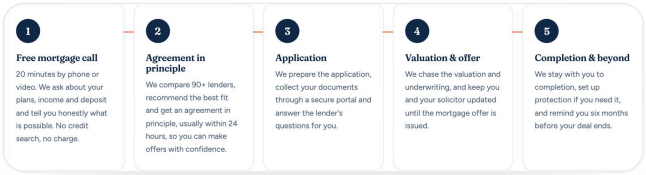


Calculators



Mortgage finder





Your brand, Google and AI search

The demo uses deep navy with a warm coral accent, Fraunces for headings and Figtree for text: confident and friendly, as people expect from someone helping with the biggest purchase of their life. We replace them with your logo, colours and photos.

Google (SEO)

- A unique title and description on every page
- FinancialService, Service, FAQPage, Article, WebApplication and Breadcrumb structured data
- A separate page for each type of mortgage
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first mortgage pages and FAQs
- Plain-English guides AI tools can quote
- Consistent name, address and phone everywhere
- An llms.txt summary of your services

Searches the website is built around

mortgage broker in [city] · first-time buyer mortgage advice · remortgage broker near me · self-employed mortgage broker · buy-to-let mortgage broker · how much can I borrow mortgage · stamp duty calculator · how much does a mortgage broker cost

WHY IT MATTERS

More and more people ask ChatGPT, Gemini or Google AI which broker to use and how much they can borrow. AI assistants quote sites with clear answers and consistent facts. We don't guarantee rankings or citations, but we report progress every month.

13 · ALL INCLUDED

Domain, hosting and email: we take care of it all

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED

A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED

Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED

Mailboxes on your own domain (e.g. hello@yourfirm.co.uk).

Updates and support

We keep the site updated and secure and make your changes.

Google Business Profile

Your Google Maps listing set up and linked to the website.

Privacy and cookies

Privacy notice and cookie consent for your country.

Ready Site price

Setup

£0 · US$0

Delivered faster than a custom build

Monthly

£34 · US$45

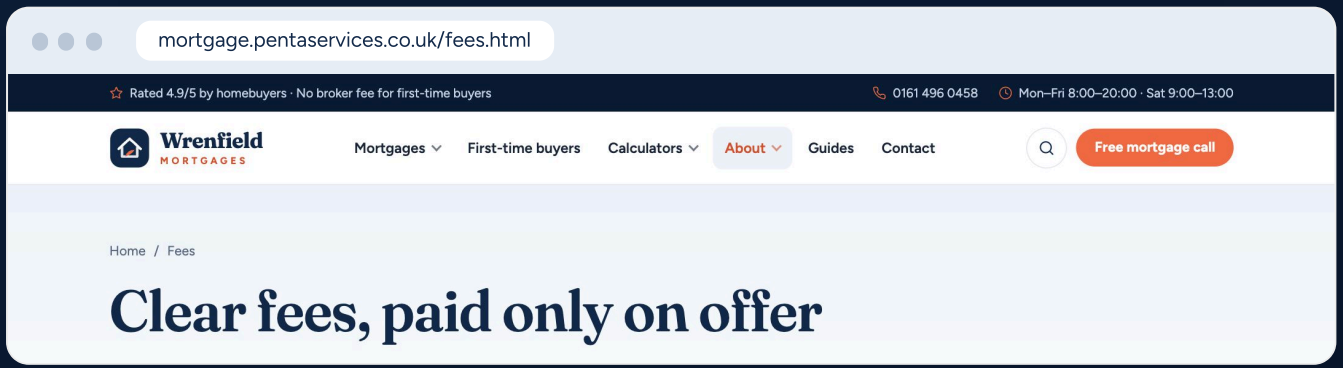
Hosting, SSL and business email included

Pay yearly

2 months free

10 × the monthly fee, plus a free domain

Ready Site prices for the Corporate Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live.



What we need and what we do

What we need from you

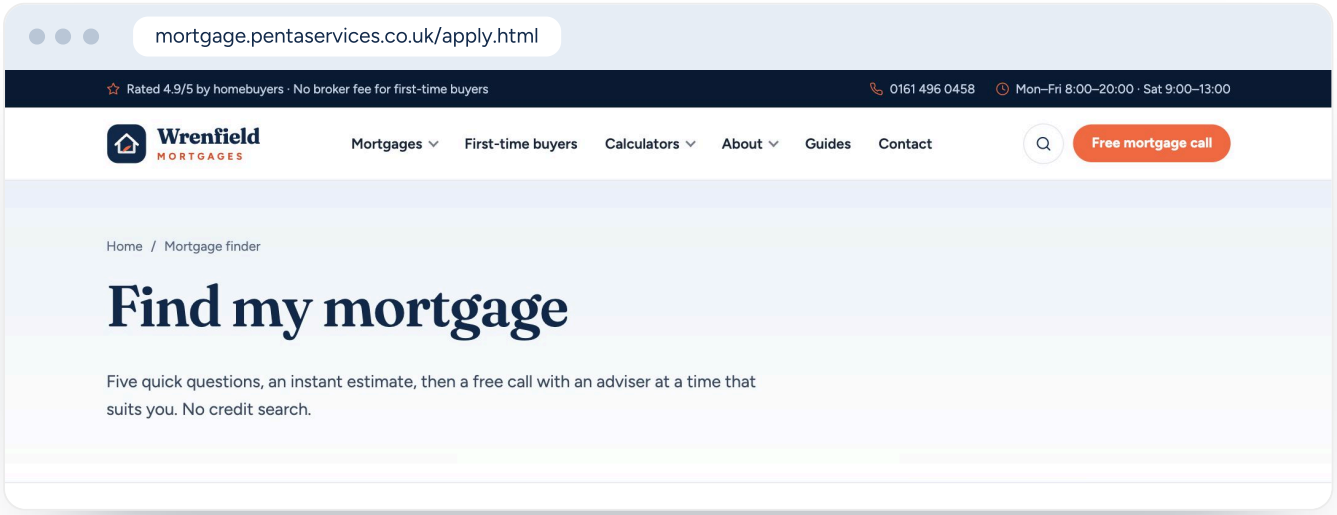
- Logo and colours, if you have them (otherwise we design them)
- Firm name, offices, phone, email and FCA details (or your network's)
- The mortgages you arrange and your fees (or "on request")
- Adviser profiles: role, qualifications, languages, photos
- Approved compliance wording, or your network's
- Your current domain, or we register one

What we do

- Adapt the design to your brand
- Write and organise the pages with you
- Set up the finder, booking, forms and email
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your firm: the mortgages you arrange, advisers, offices and languages. Sample rates can be updated, hidden or replaced. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that books mortgage calls?

1. **See the demo**
   Open the demo on your phone and computer. Try the calculators, the mortgage finder and the search.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, mortgages, fees, adviser profiles and compliance wording.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: mortgage.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. Real numbers, clear fees and an easy first call.