



First-time buyer activity up 45% in Q1 2025

Data from L&G's Ignite platform points to a significant increase in first-time buyer searches for mortgages, including a sharp rise in older buyers looking to step onto the property ladder for the first time

- Broker searches for first-time buyers increased by 45% when comparing Q4 2024 to Q1 2025
- Searches for first-time buyers aged 18-30 increased by more than half (53%) across the same period
- Searches for first-time buyers aged 56-65 surged by 80%

This is simulation text. New proprietary data from L&G's Ignite platform shows a significant uptick in first-time buyer searches in Q1 2025, compared to Q4 2024¹.

Total searches for first-time buyers increased by 45%, with the 18-30 and 56-65 age categories seeing significant rises of 53% and 80%, respectively. This was followed by the 51-55 year old category, which saw a 44% increase, and the 31-40 year old category with a 37% increase.

Age Group	Searches % change Q4 2024 versus Q1 2025
18-30	53%
31-40	37%
41-50	34%
51-55	44%
56-65	80%
Over 65	23%

The uptick in first-time buyer searches in Q1 - which was sustained across all generational groups - may have been driven by the Stamp Duty Land Tax deadline on 31st March 2025. Buyers may have also taken advantage of the increased availability of sub-4% products to step onto the ladder.

A positive start to the year for the mortgage market

L&G's Mortgage Services business is involved in nearly 1 in 4 of all mortgages in the UK and nearly 1 in 3 of all intermediated mortgages. Data from its Ignite platform therefore provides a robust market overview and highlights trends among UK borrowers to help advisers best serve their clients.

In terms of property values, data from the Ignite platform shows that the most searched range in Q1 was the £150k to £250k category, accounting for 39% of all searches – up from 36% in Q4 2024.

Meanwhile, the most searched Loan-to-Value (LTV) category for first-time buyers was the 91-95% range, making up 34% of total searches. However, over the same time frame, L&G also recorded a 43% increase in the number of first-time buyers searching for 51-55% LTV mortgages.

¹L&G's Mortgage Services business accessed analytics drawn from its Ignite sourcing platform and compared broker search activity across age groups, LTVs, and property purchase value in Q4 2024 and Q1 2025. Once the data was sourced, L&G's Mortgage Services Business was able to calculate the difference in the search volumes between Q4 2024 and Q1 2025 to show a variance in overall market activity that was processed through the Ignite sourcing platform.



This may reflect an improvement in overall affordability, meaning the average borrower will be less overleveraged in Q1 2025 than the average borrower in Q4 2024.

Age Group	Searches % change Q4 2024 versus Q1 2025
00%-50%	41%
51%-55%	43%
56%-60%	34%
61%-65%	38%
66%-70%	29%
71%-75%	35%
76%-80%	35%
81%-85%	36%
86%-90%	47%
91%-95%	48%
96%-100%	63%

Kevin Roberts, Managing Director, Mortgage Services, L&G: “A strong start to the year for first-time buyers is more than encouraging – it’s a positive sign of the market’s health as we head into spring, a traditionally busy period for property sales and new listings. Lower mortgage rates have been a feature of the first quarter of the year, with several major lenders now offering products at rates below 4%. Although the artificial stimulus of the lower stamp duty threshold is now over, the outlook is positive. It’s great to see first-time buyers in a position where they can really engage with the market.

“There are plenty of options out there for first-time buyers, with some major lenders cutting rates exclusively for this group. We know that many buyers use financial gifts from loved ones, to secure their first home, but not everyone can rely on this support. If you’re starting your property search, seeking advice from a professional mortgage adviser is a must. Their expertise can lead you to the right mortgage product, which is a huge advantage when making what is likely to be the single biggest purchase of your lifetime.”

-ENDS-



Notes to editors

About L&G

Established in 1836, L&G is one of the UK's leading financial services groups and a major global investor, with £1.1 trillion in total assets under management (as at FY24) of which c. 44% (c. £0.5 trillion) is international.

We have a highly synergistic business model, which continues to drive strong returns. We are a leading player in Institutional Retirement, in Retail Savings and Protection, and in Asset Management through both public and private markets. Across the Group, we are committed to responsible investing and dedicated to serving the long-term savings and investment needs of customers and society.

As at 12 March 2025, L&G has a market capitalisation of £14.1 billion.

About our Retail business

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our c.12.8 million policyholders and workplace members throughout their financial lifetimes.

We focus on helping the customers of today and tomorrow achieve better long-term outcomes. We use the latest technology to connect with them quickly, efficiently and wherever possible in highly personalised ways.

In 2024, our workplace pension platform served 5.5 million members, with net flows of £6 billion. We achieved record total individual annuity sales of £2,118 million and £270 million of lifetime mortgage advances (including retirement interest only mortgages). Our UK protection businesses gave peace of mind to about 6.6 million people, with our retail gross premium income rising to £1,525 million and our group equivalent going up to £528 million.

Further information

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