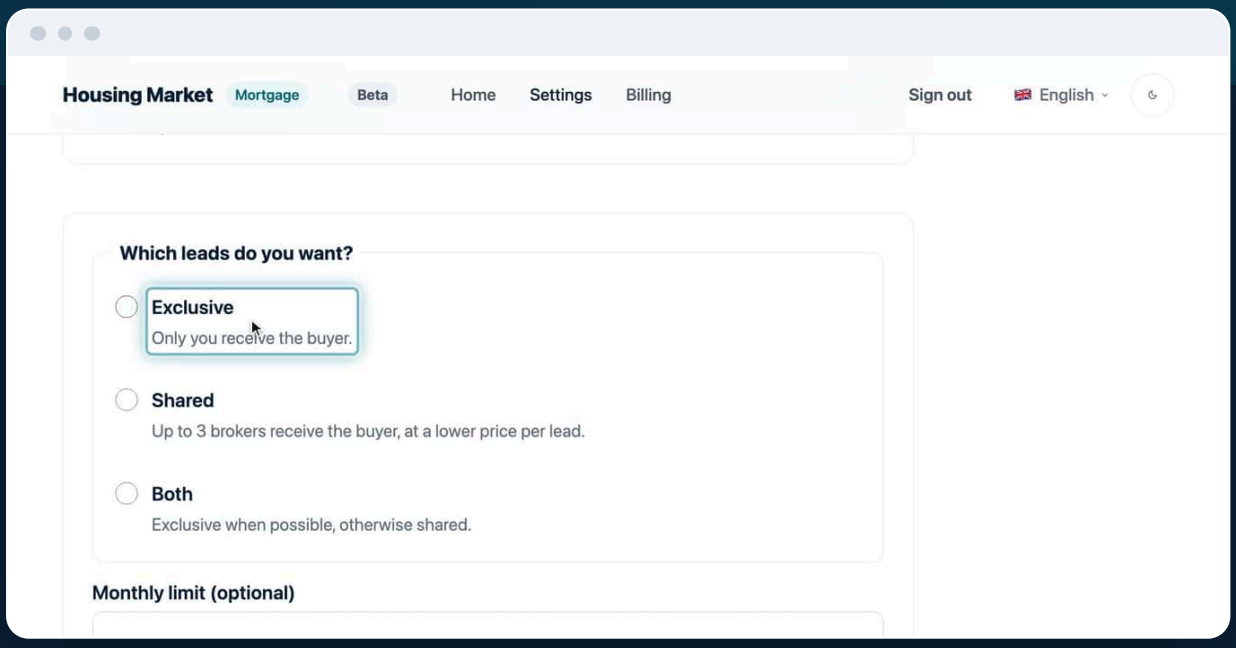
HOUSING MARKET GROUP

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Housing Market Mortgage Handbook

For mortgage brokers

Edition November 2026



A Housing Market Group product · housingmarketmortgage.com

HOUSING MARKET GROUP

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Housing Market Mortgage Handbook · Edition November 2026

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BETA

Brokers create an account on housingmarketmortgage.com, choose the places they cover and add a card. Leads reach them by email and in their dashboard. The service is new and is in Beta, and parts of the broker dashboard are currently updating.

Help Center: What is Housing Market Mortgage?

PART 1

Getting started

1 What Housing Market Mortgage is

2 Create your broker account

3 Confirm your email address by link

4 Finish setting up your account

5 Log in or reset your password

6 Reset your password by link

1 CHAPTER 1

What Housing Market Mortgage is

Free account | For mortgage brokers | Watch the video

OVERVIEW

A Beta service that sends mortgage brokers the requests of buyers who asked for a mortgage quote on a specific property on a Housing Market portal. The broker pays per lead.

Housing Market Mortgage connects mortgage brokers with buyers on the Housing Market country portals. A buyer who is looking at a specific property asks for a mortgage quote and confirms their email address by link. The request then goes to the brokers who cover that place, and each broker is charged for the lead they receive. Charging is currently updating.

Brokers create an account on housingmarketmortgage.com, choose the places they cover and add a card. Leads reach them by email and in their dashboard. The service is new and is in Beta, and parts of the broker dashboard are currently updating.

Housing Market Mortgage is separate from Housing Market Ads. A broker who prefers to show display campaigns next to the listings people are browsing can do that in Housing Market Ads.

From the Help Center: **What is Housing Market Mortgage?**

STEP BY STEP

1 **Housing Market Mortgage** is a service for **mortgage brokers**.

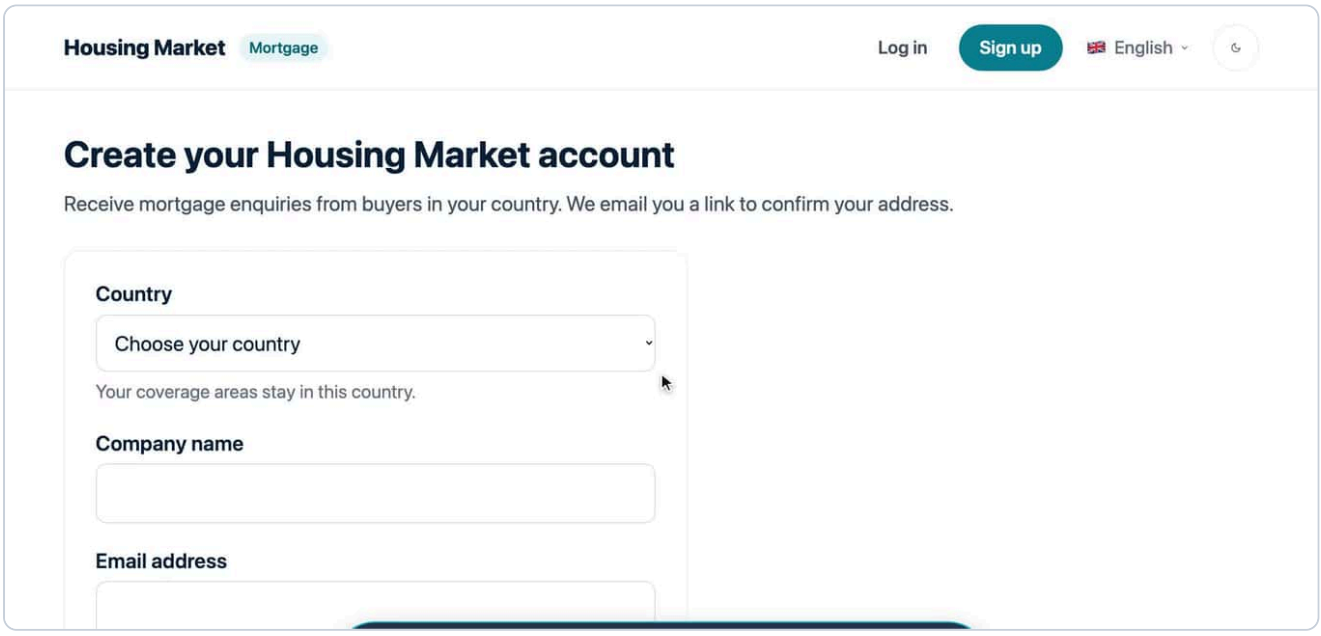


Figure 1.1 · Screen recorded 5 November 2026

2 You **receive enquiries** from buyers in your country.

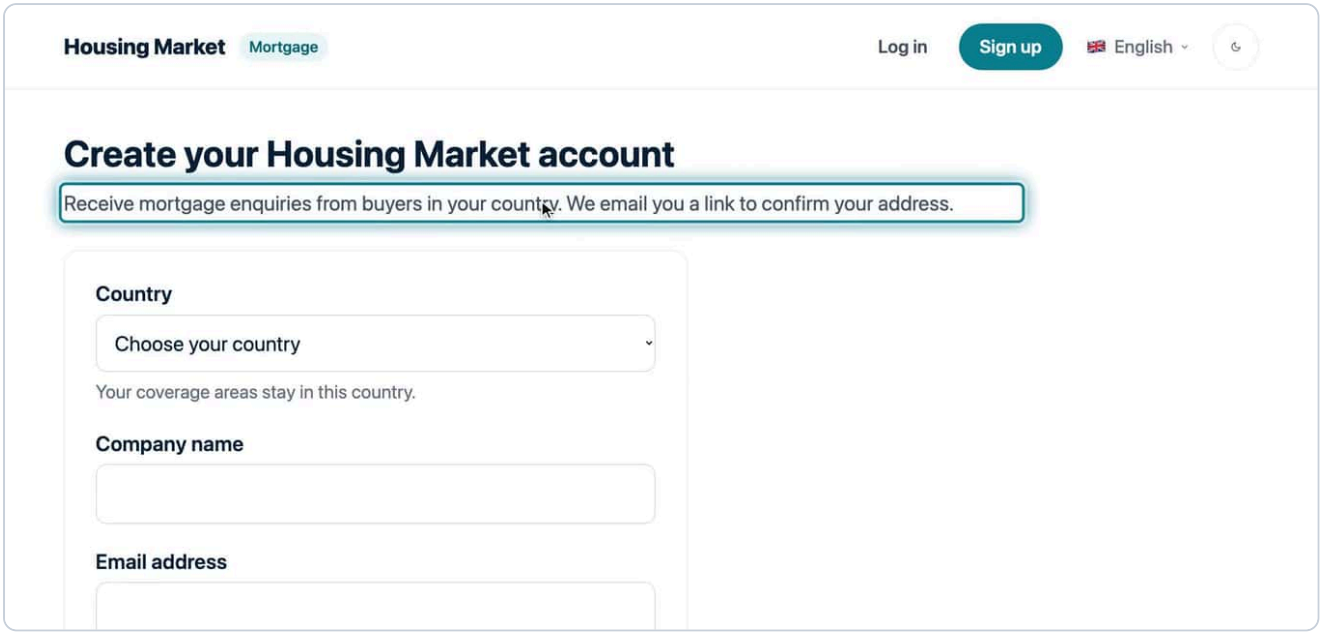


Figure 1.2 · Screen recorded 5 November 2026

3 Create an account with your **country** and your **company**.

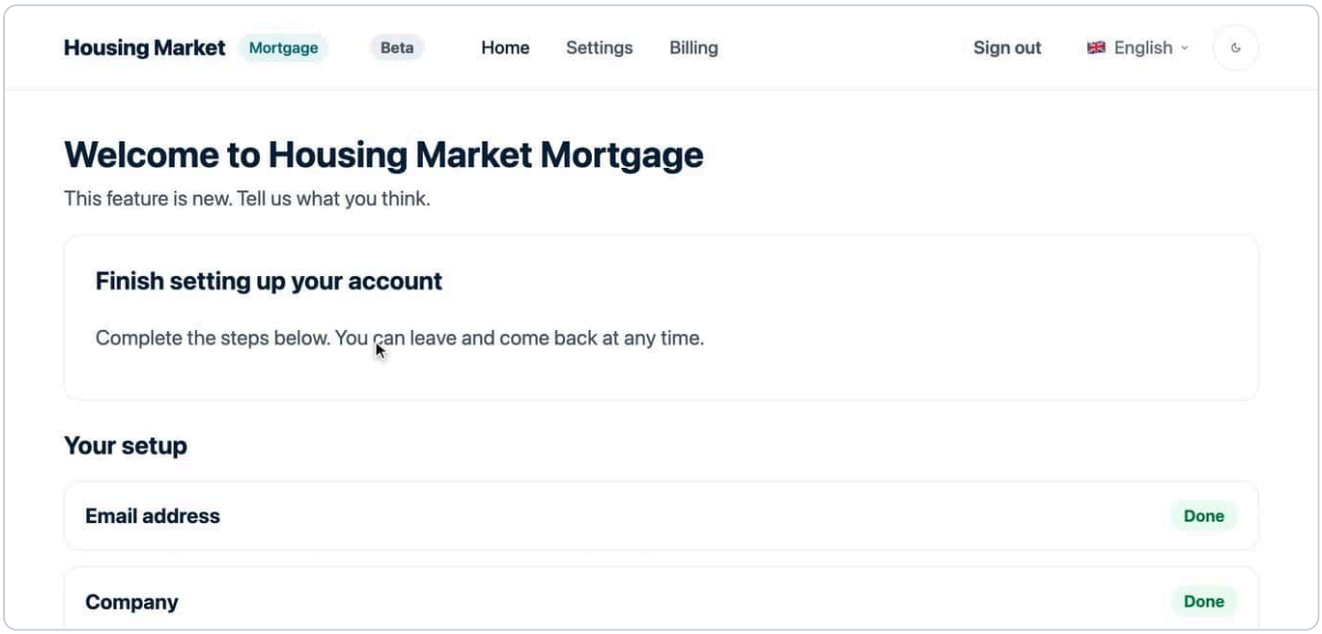


Figure 1.3 · Screen recorded 5 November 2026

4 A short **checklist** takes you through your email, company, phone, card and an optional licence number.

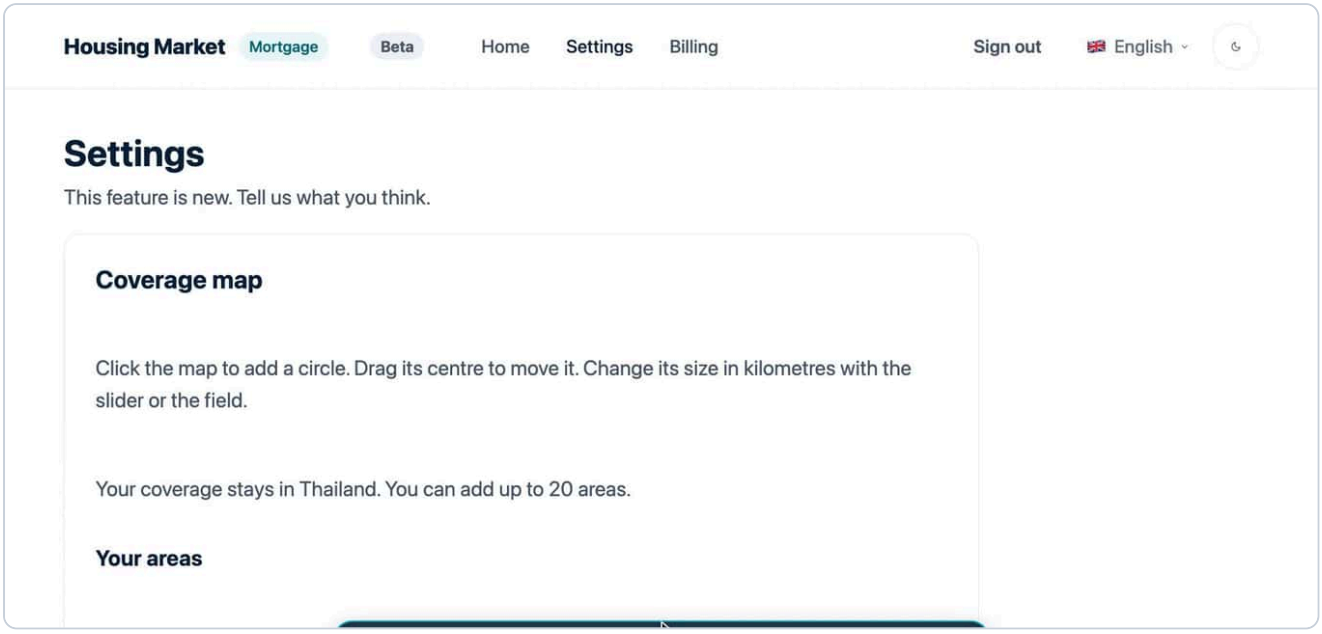


Figure 1.4 · Screen recorded 5 November 2026

5 You choose the **places you cover**, up to 20 areas and the **kind of leads** you want.

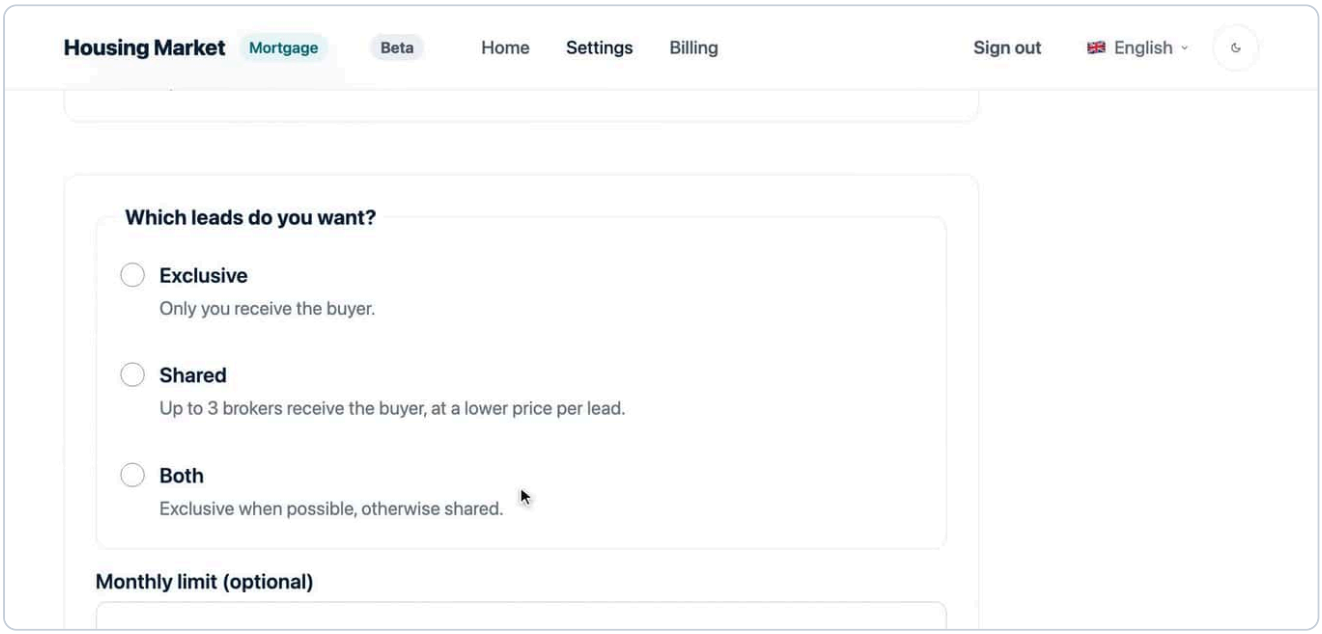


Figure 1.5 · Screen recorded 5 November 2026

6 Housing Market Mortgage passes on buyer enquiries. It does **not give mortgage advice**.

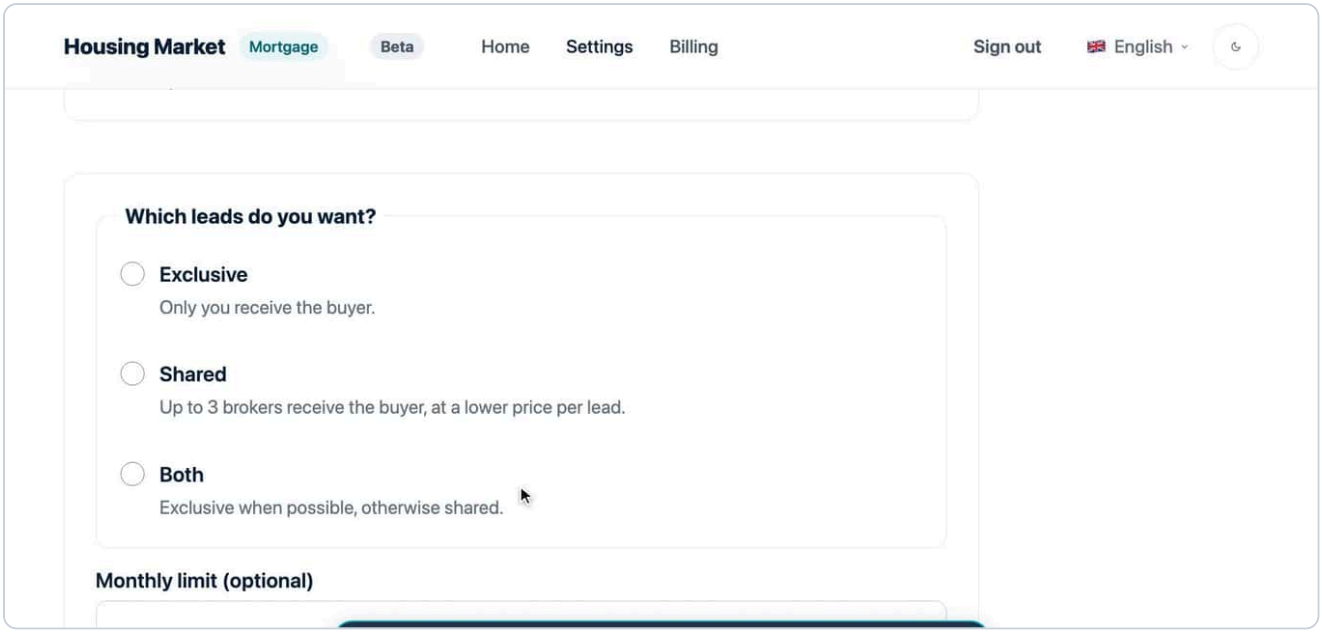


Figure 1.6 · Screen recorded 5 November 2026

RELATED HELP CENTER ARTICLES

How does a mortgage broker choose areas, receive leads and pay for them?	faq.housingmarketgroup.com/faq/how-does-a-mortgage-broker-receive-and-pay-for-leads
I asked for a mortgage quote on a Housing Market portal. What happens next?	faq.housingmarketgroup.com/faq/i-asked-for-a-mortgage-quote-on-a-portal-what-happens-next

2 CHAPTER 2

Create your broker account

Free account | For mortgage brokers | Watch the video

STEP BY STEP

1 **Housing Market Mortgage** is for mortgage brokers. It passes on **buyer enquiries**. It does not give mortgage advice.

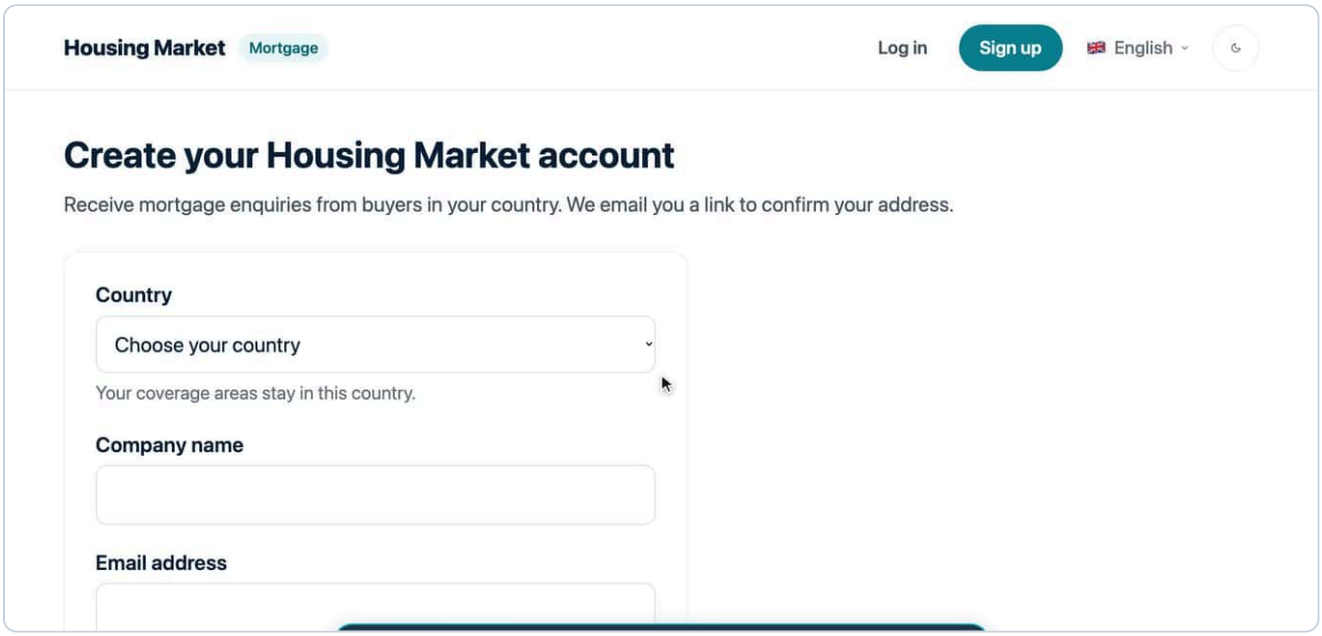


Figure 2.1 · Screen recorded 5 November 2026

2 Start by creating your **Housing Market account**.

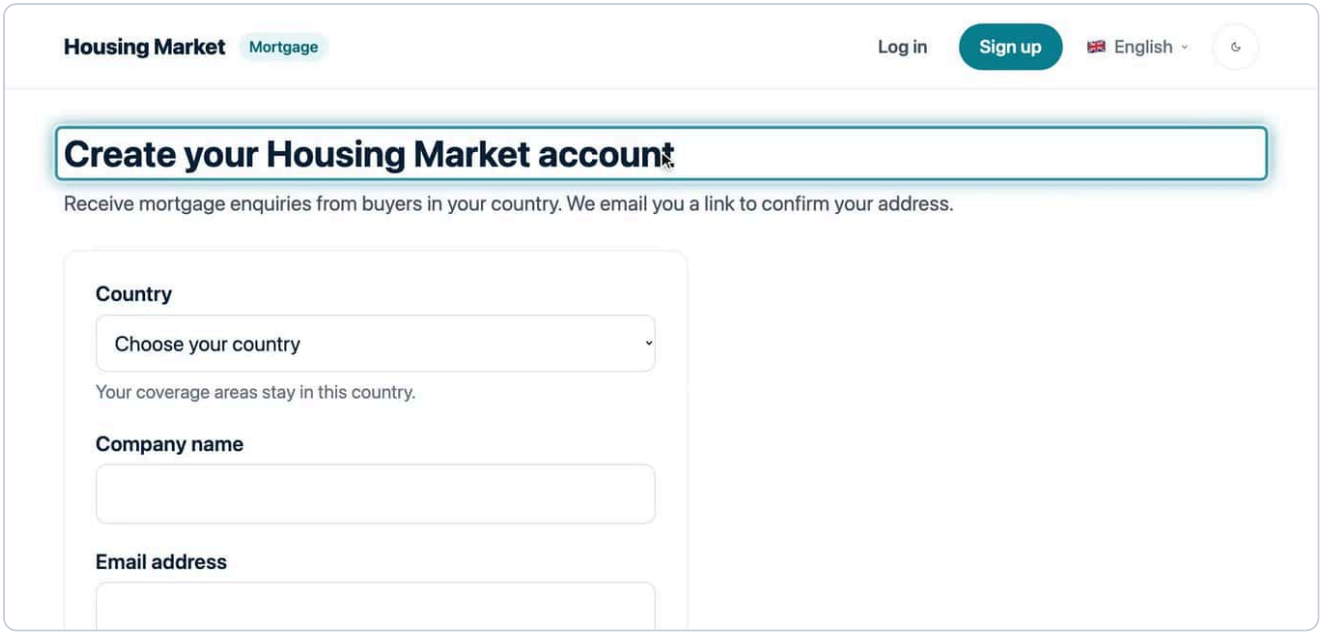


Figure 2.2 · Screen recorded 5 November 2026

3 Choose your **country**. Your coverage areas **stay in this country**.

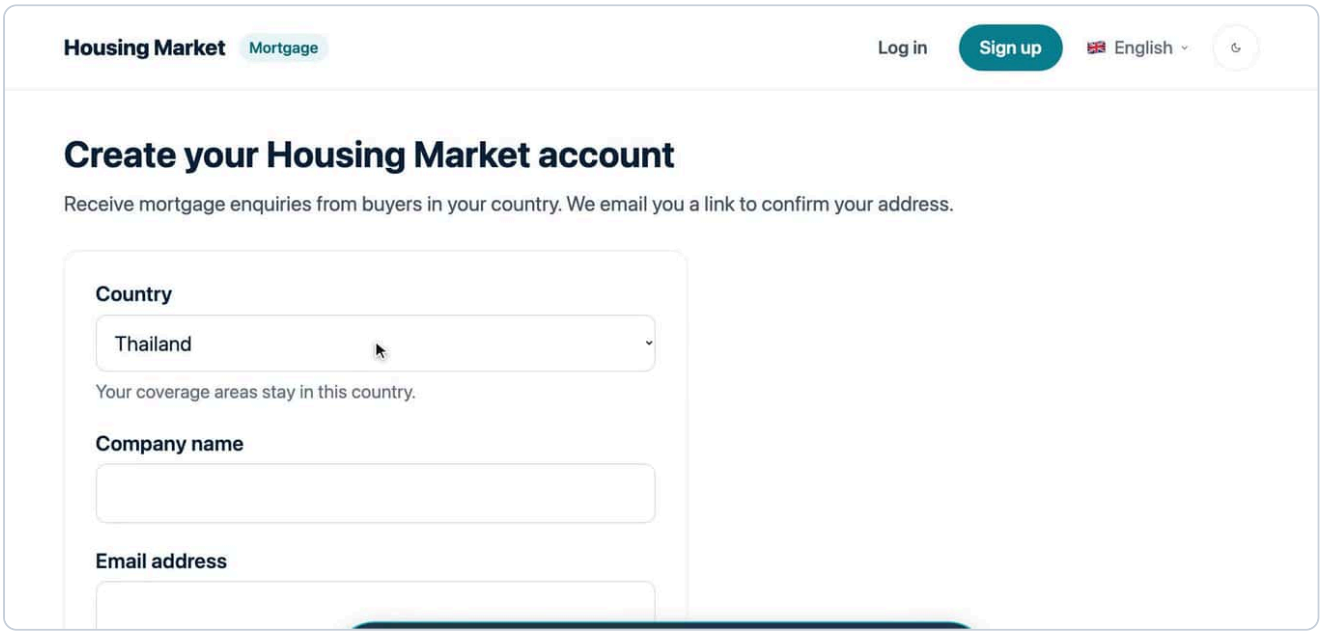


Figure 2.3 · Screen recorded 5 November 2026

4 Enter your **company name**.

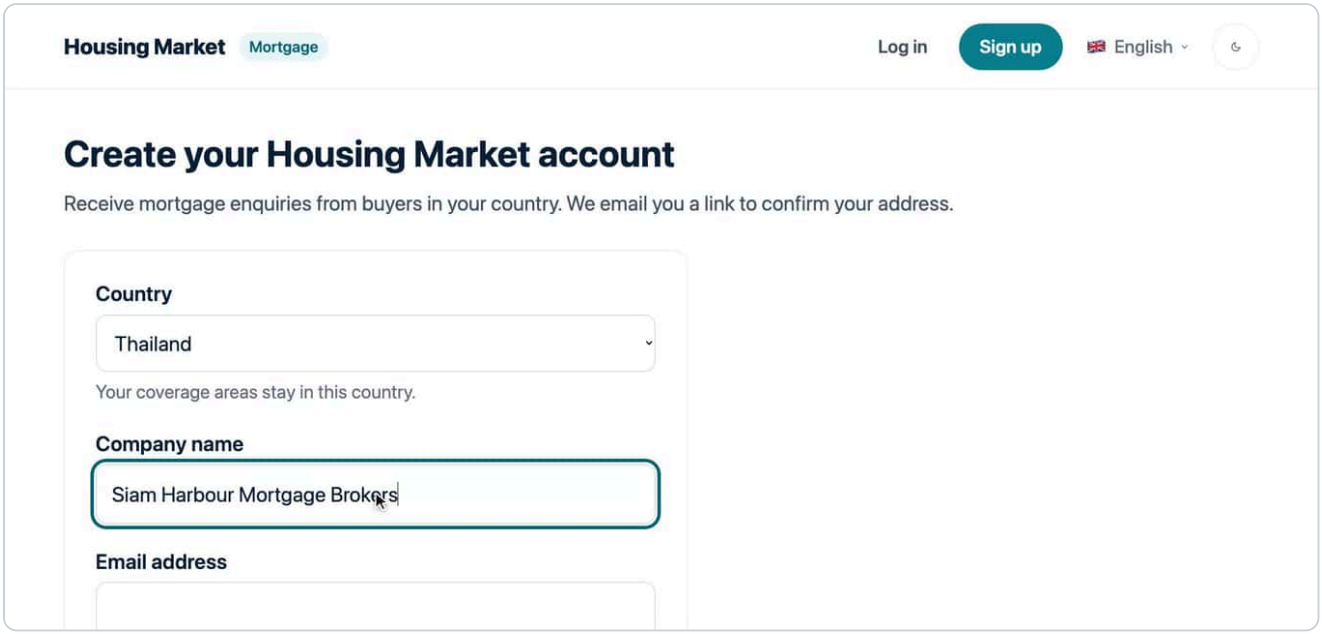


Figure 2.4 · Screen recorded 5 November 2026

5 Enter your **email address**.

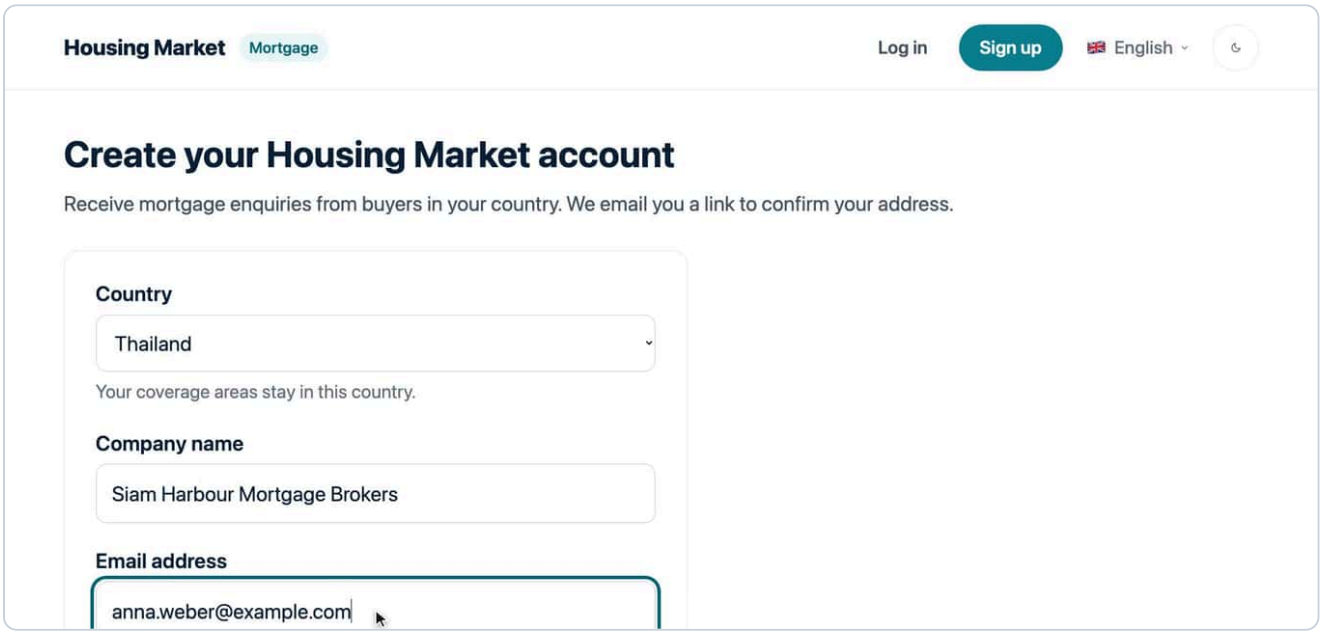


Figure 2.5 · Screen recorded 5 November 2026

6 Choose a **password**, at least 12 characters.

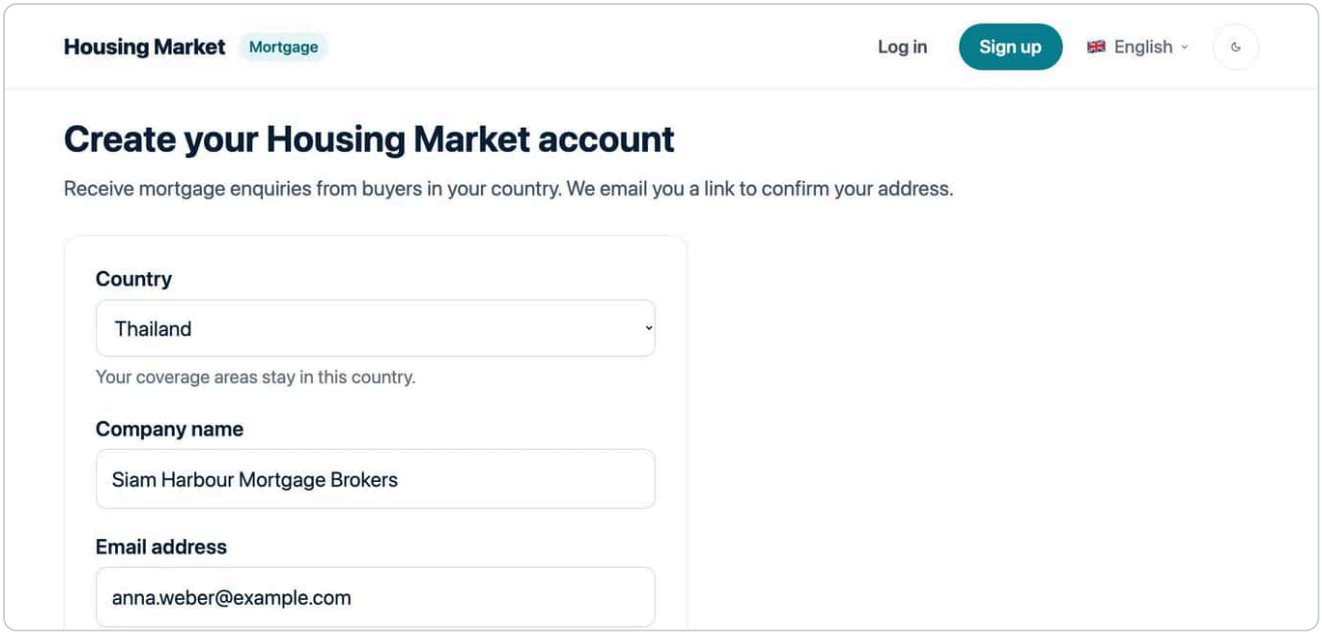


Figure 2.6 · Screen recorded 5 November 2026

7 Select **Create account**.

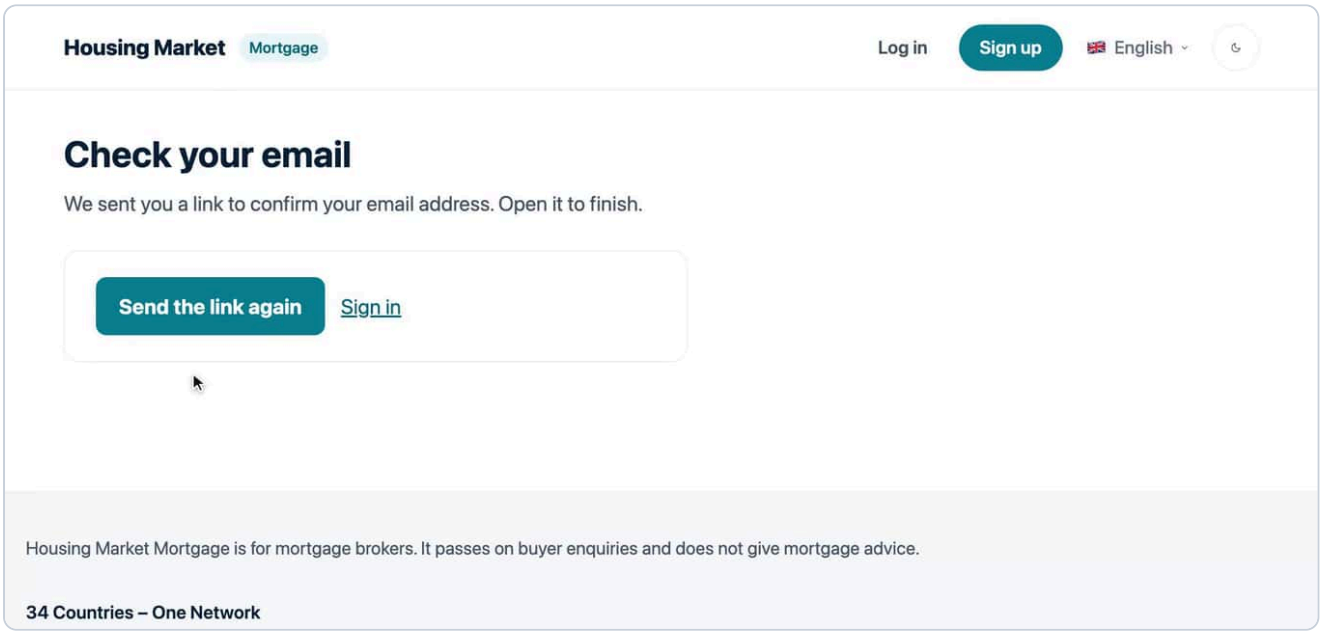


Figure 2.7 · Screen recorded 5 November 2026

8 We email you a **link** to confirm your address. There is **no code** to type.

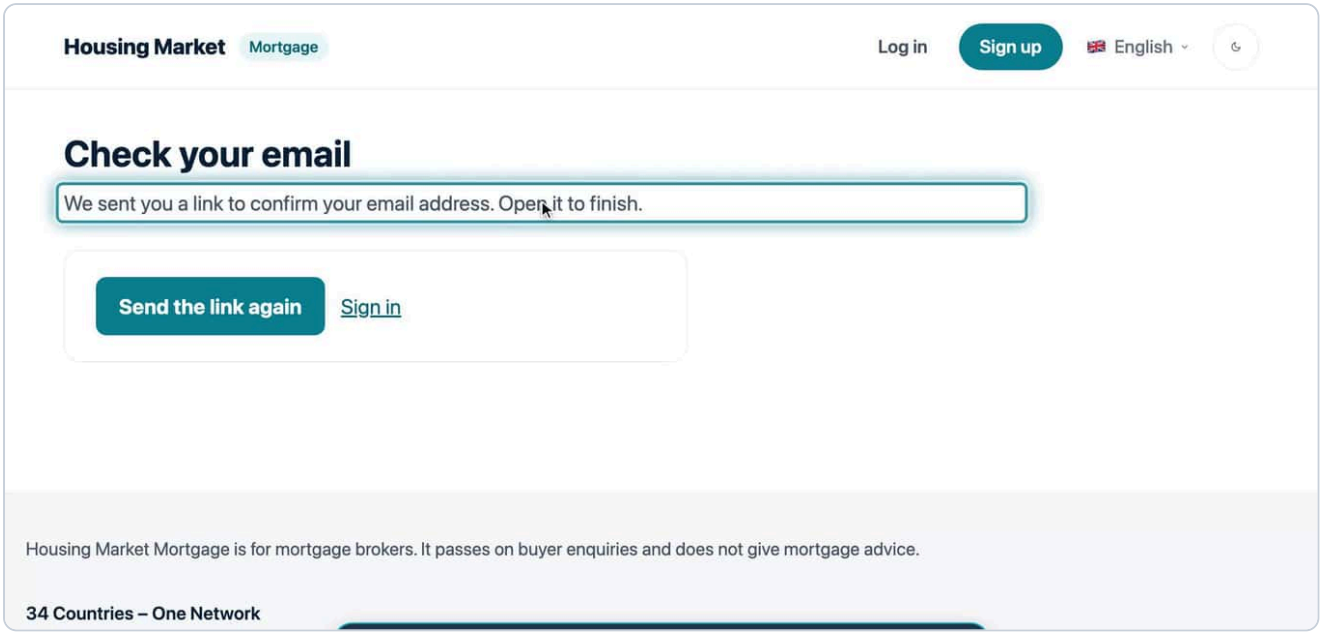


Figure 2.8 · Screen recorded 5 November 2026

9 If it does not arrive, you can **send the link again**.

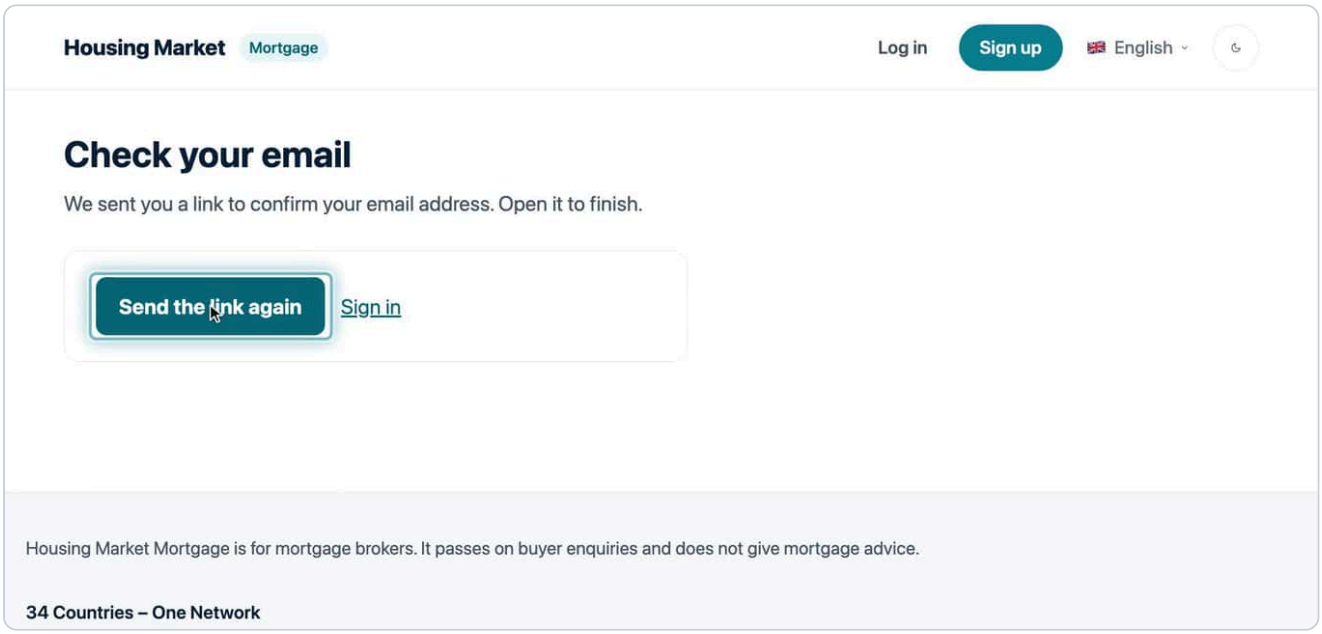


Figure 2.9 · Screen recorded 5 November 2026

10 Open the link in your email, then **sign in**.

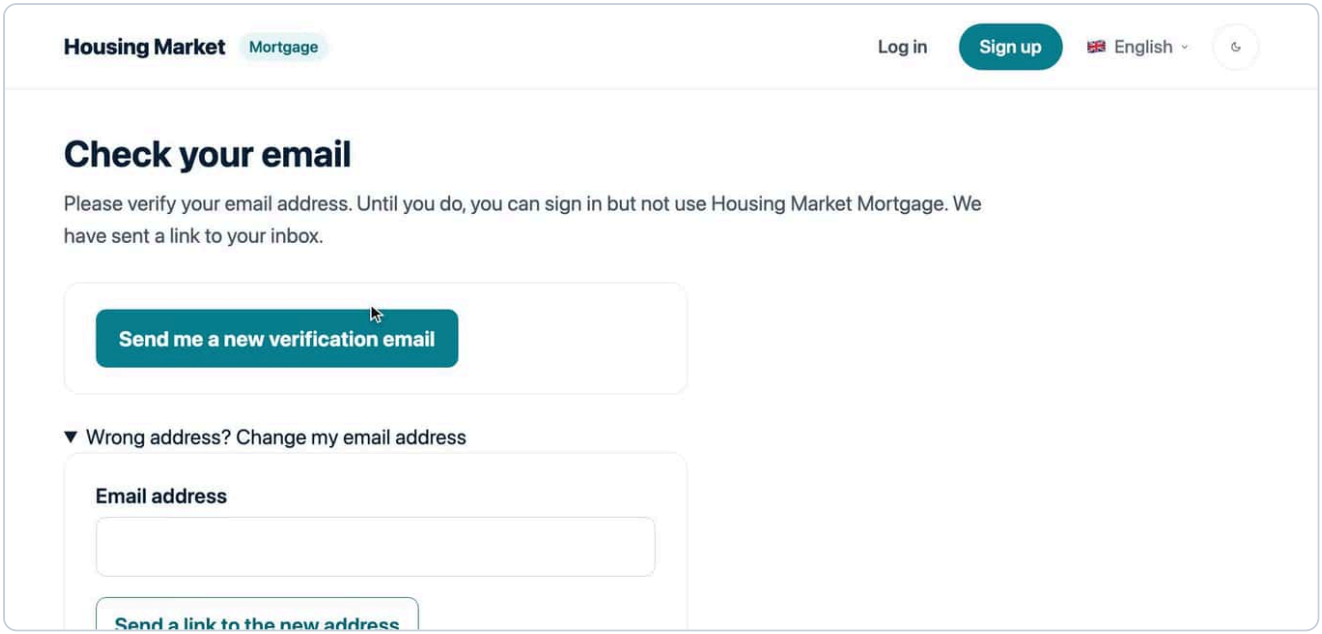


Figure 2.10 · Screen recorded 5 November 2026

11 Not confirmed yet? You can sign in, but **not use** Housing Market Mortgage until you do.

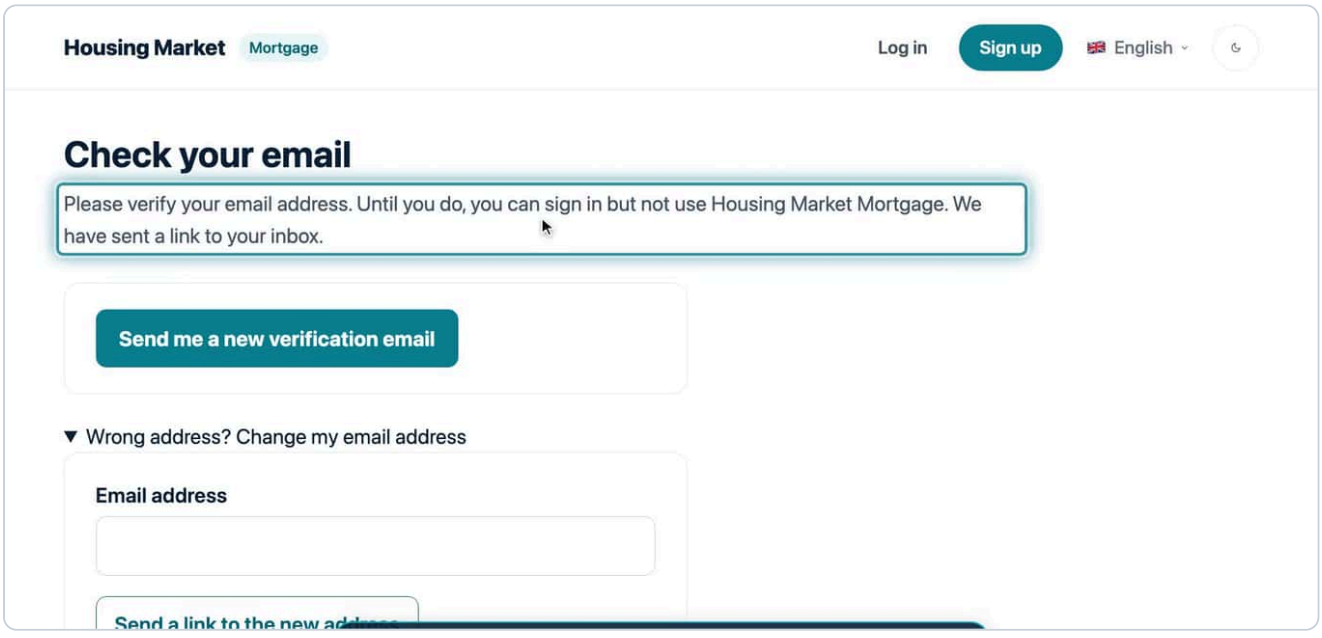


Figure 2.11 · Screen recorded 5 November 2026

12 **Send me a new verification email** at any time or **change the address** if it was wrong.

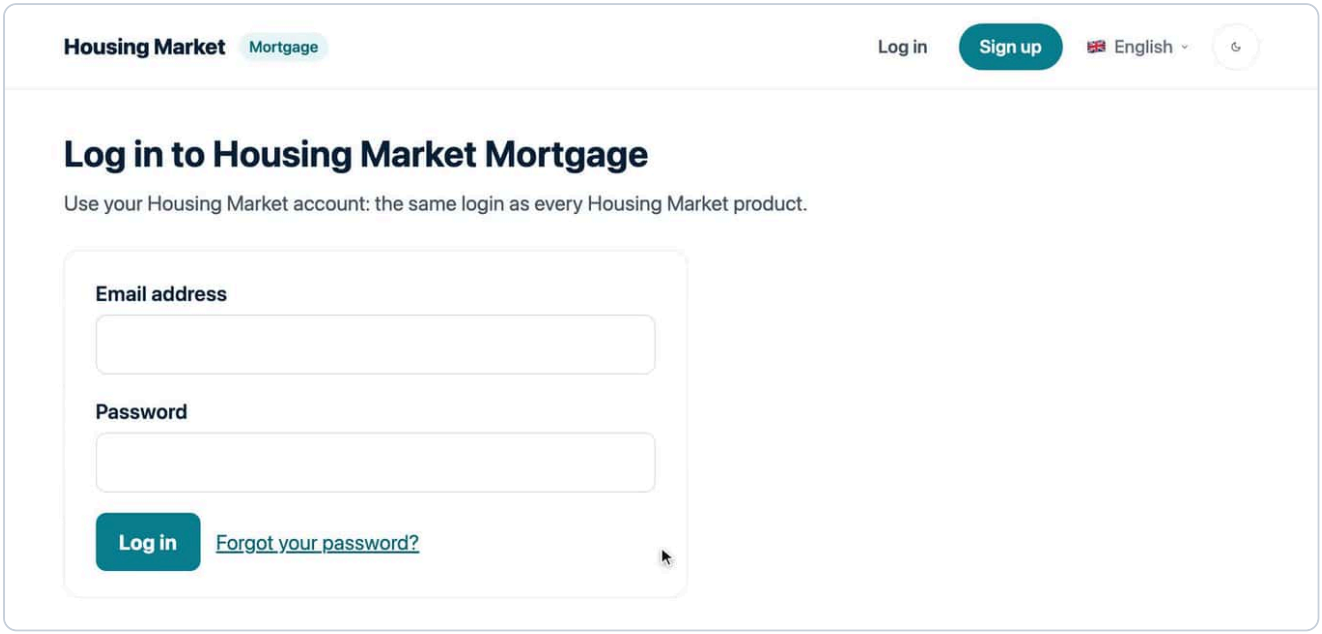


Figure 2.12 · Screen recorded 5 November 2026

13 Use your **Housing Market account**: the same login as every Housing Market product.

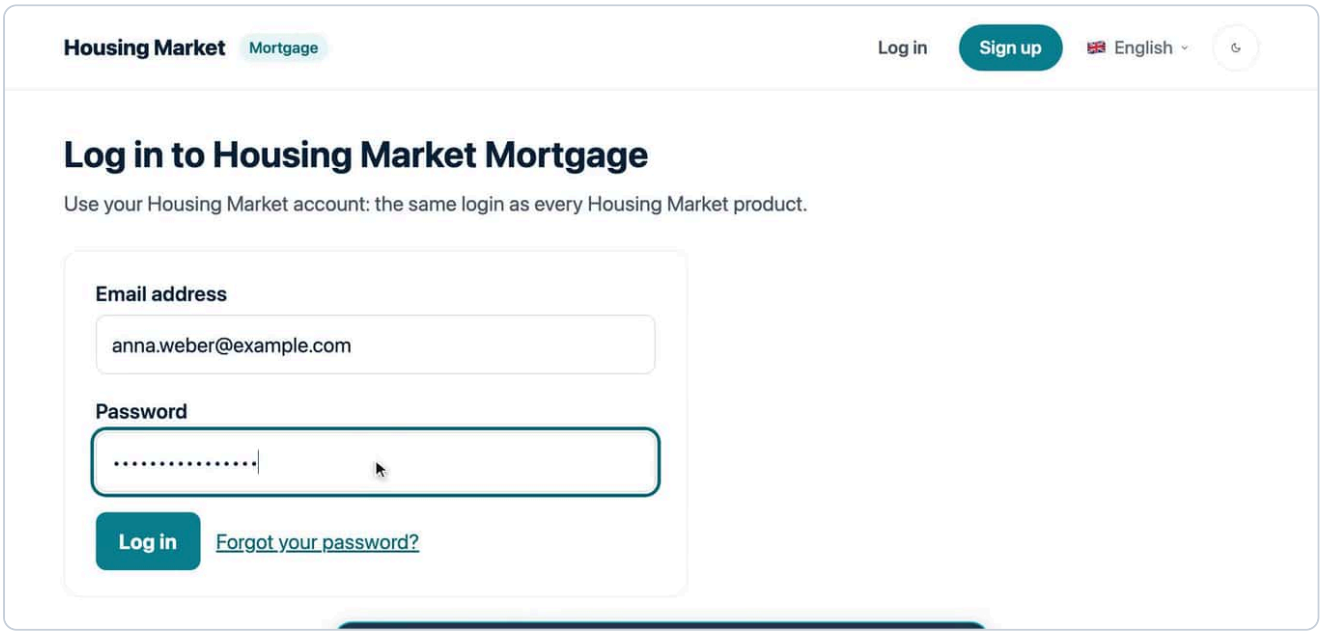


Figure 2.13 · Screen recorded 5 November 2026

14 If you forget your password, choose **Forgot your password?**

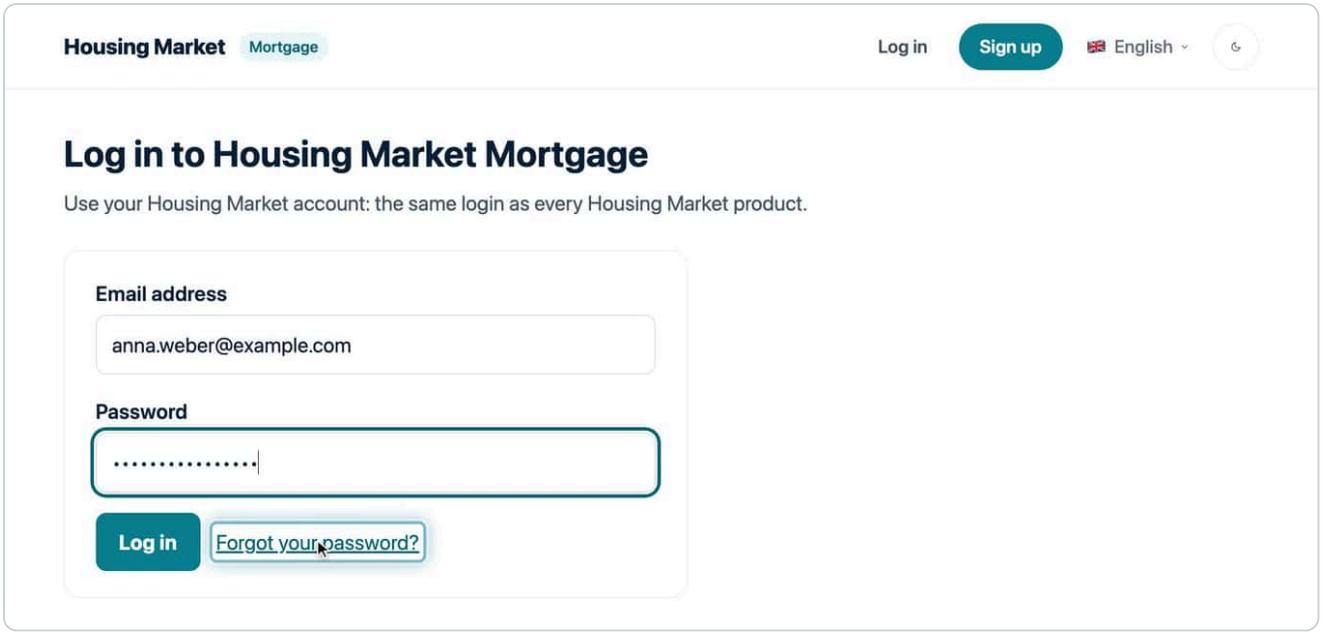


Figure 2.14 · Screen recorded 5 November 2026

15 The reset arrives as a **link** too.

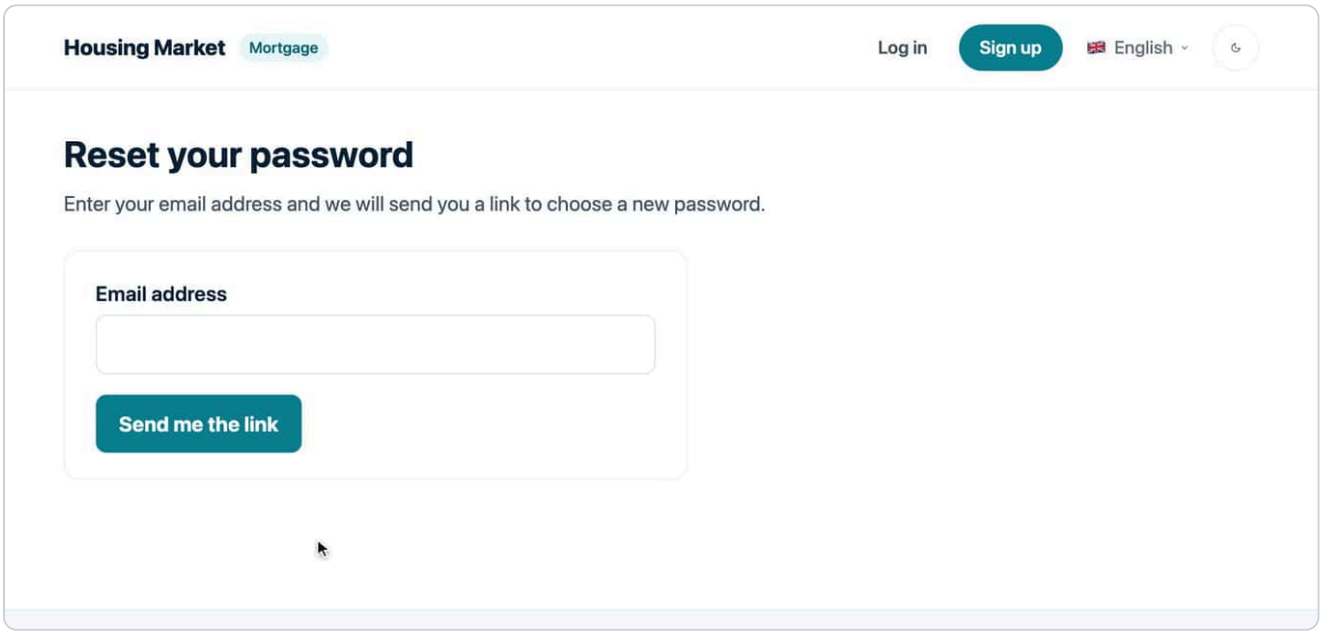


Figure 2.15 · Screen recorded 5 November 2026

16 Enter your email address and choose **Send me the link**.

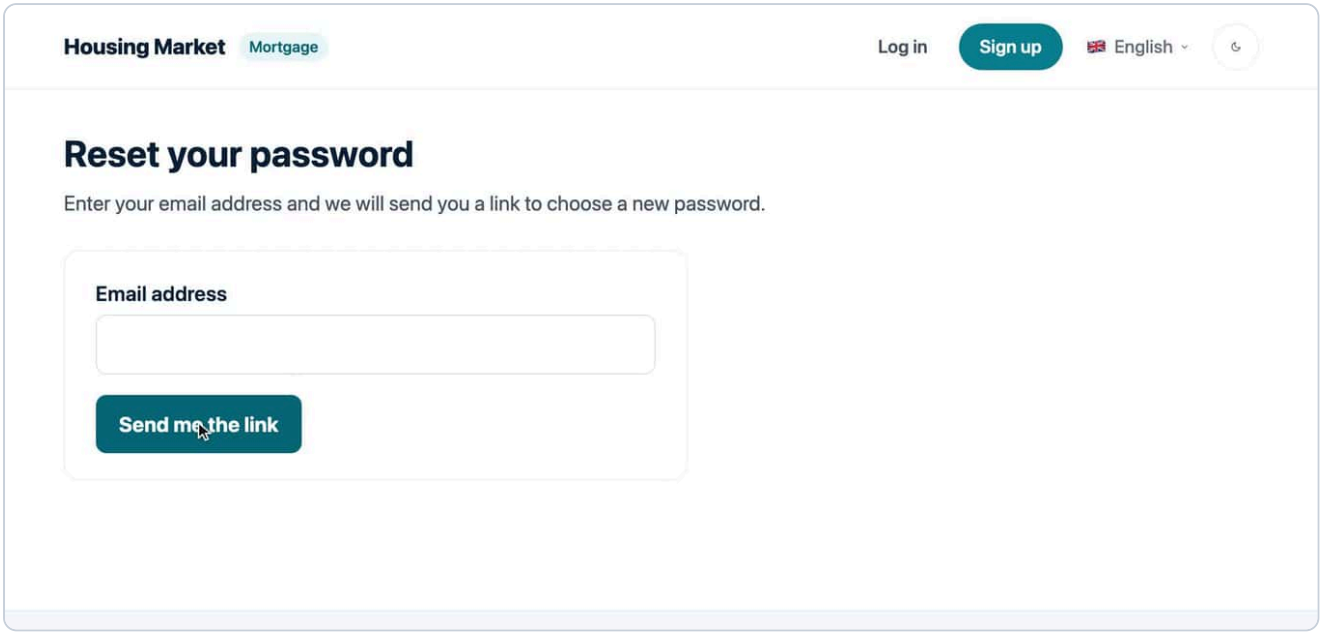


Figure 2.16 · Screen recorded 5 November 2026

RELATED HELP CENTER ARTICLES

How does a mortgage broker choose areas, receive leads and pay for them?	faq.housingmarketgroup.com/faq/how-does-a-mortgage-broker-receive-and-pay-for-leads

3 CHAPTER 3

Confirm your email address by link

Free account | For mortgage brokers | Watch the video

STEP BY STEP

1 Until you confirm your address, you can **sign in** but not use Housing Market Mortgage.

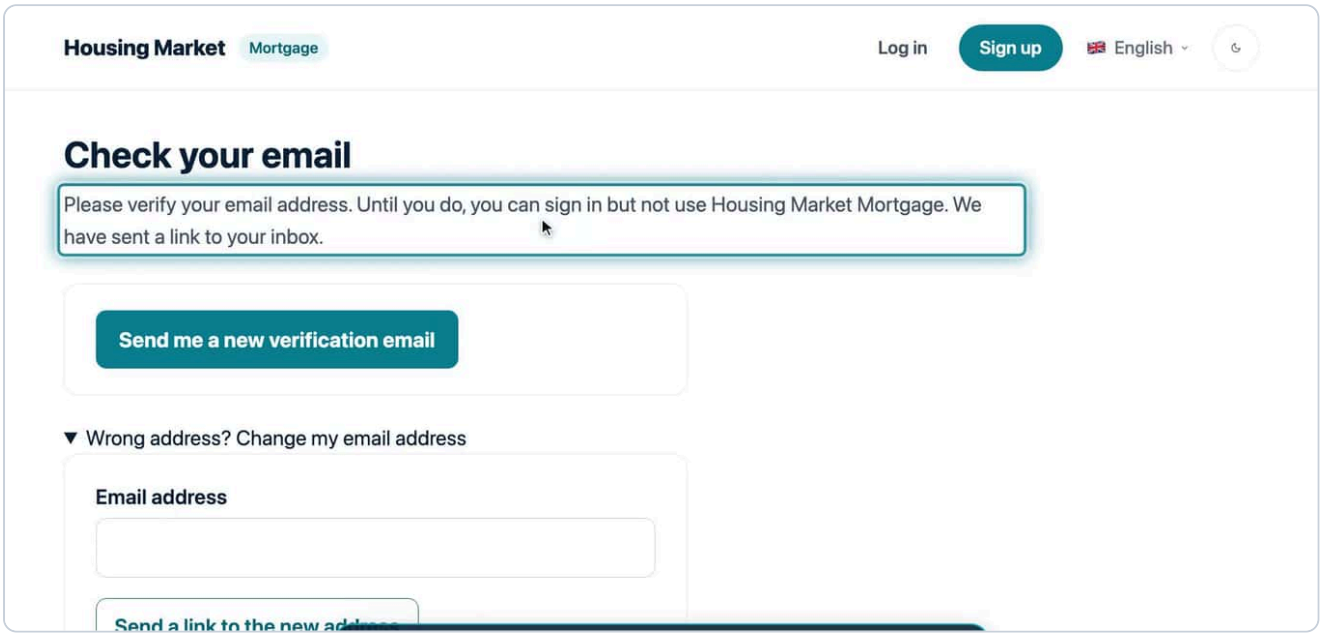


Figure 3.1 · Screen recorded 5 November 2026

2 We email you a **link**. There is **no code** to type.

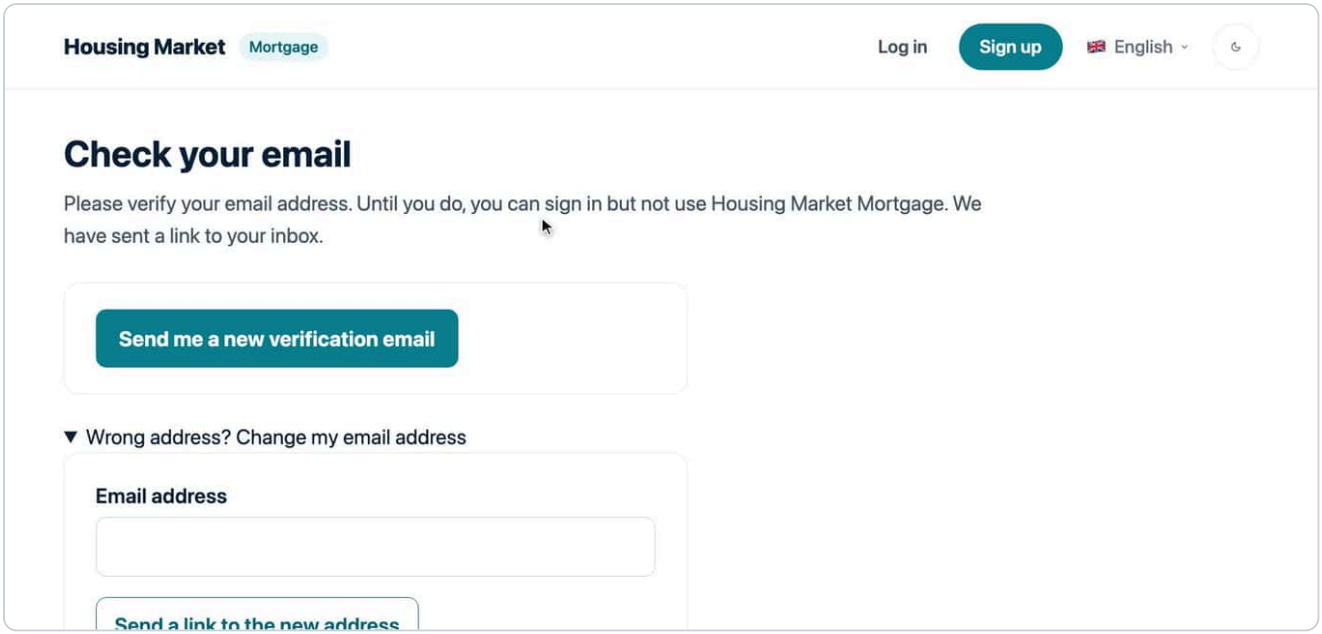


Figure 3.2 · Screen recorded 5 November 2026

3 The link did not arrive? **Send me a new verification email** at any time.

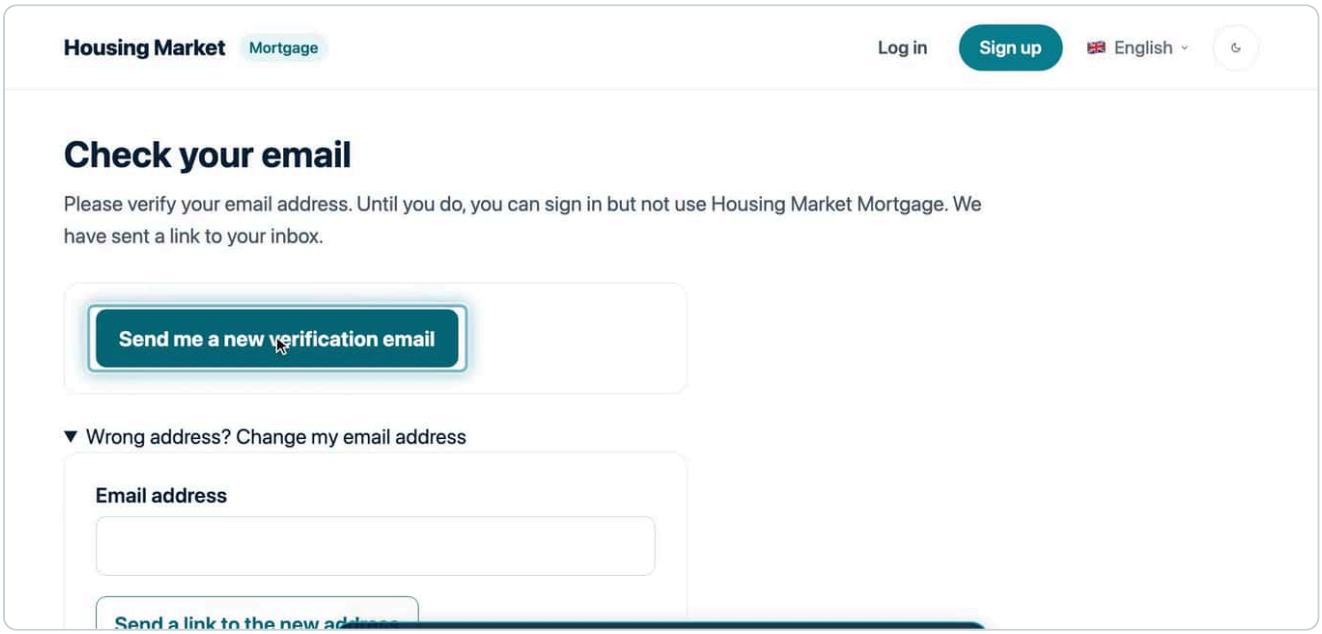


Figure 3.3 · Screen recorded 5 November 2026

4 Typed the wrong address? **Change my email address** enter the right one.

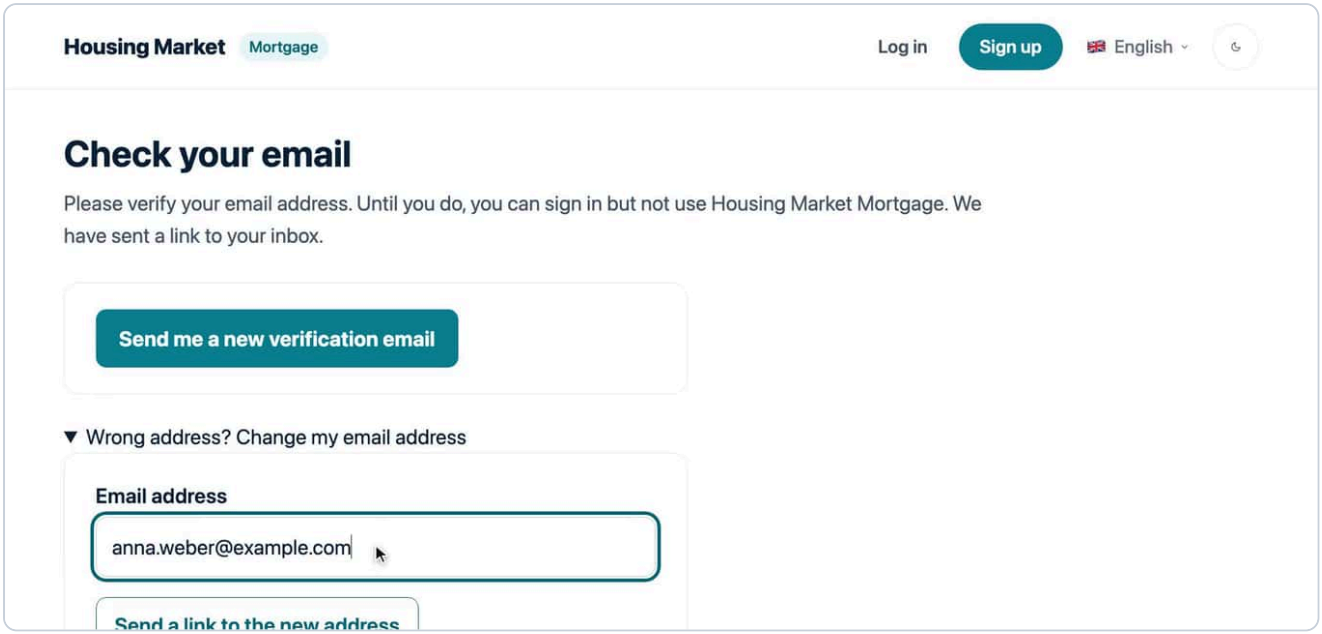


Figure 3.4 · Screen recorded 5 November 2026

5 and we send a link to the **new address**.

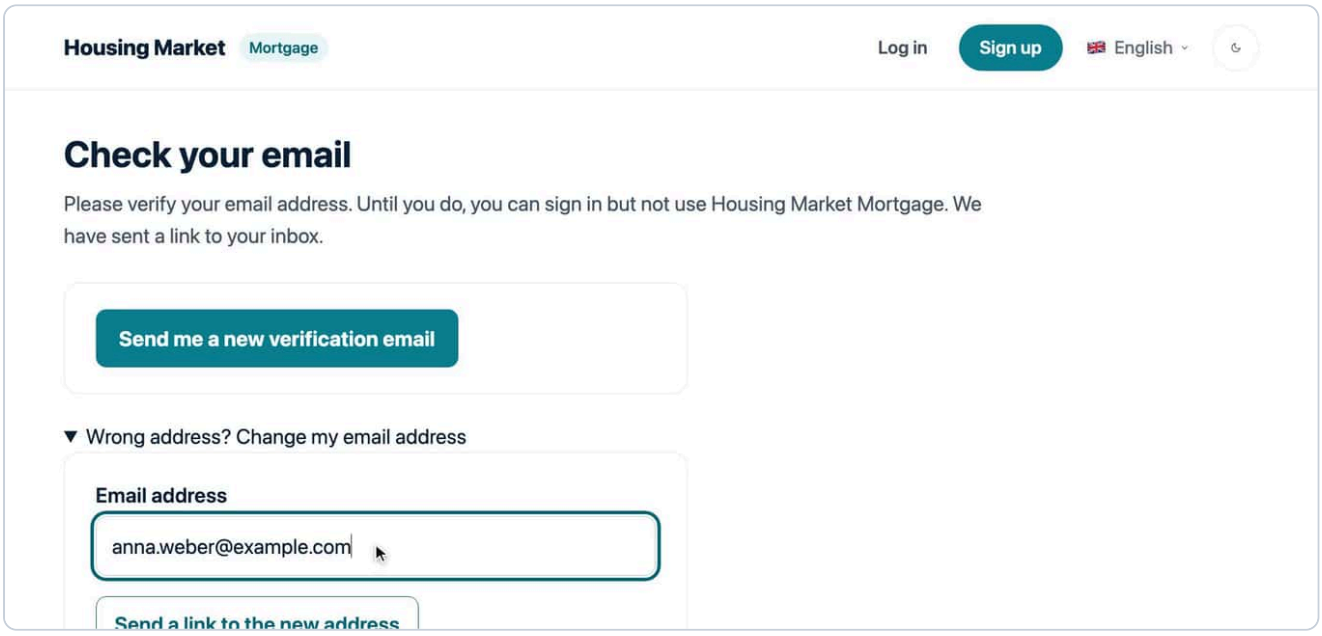


Figure 3.5 · Screen recorded 5 November 2026

4 CHAPTER 4

Finish setting up your account

Free account | For mortgage brokers | Watch the video

STEP BY STEP

1 Log in with your **Housing Market account**.

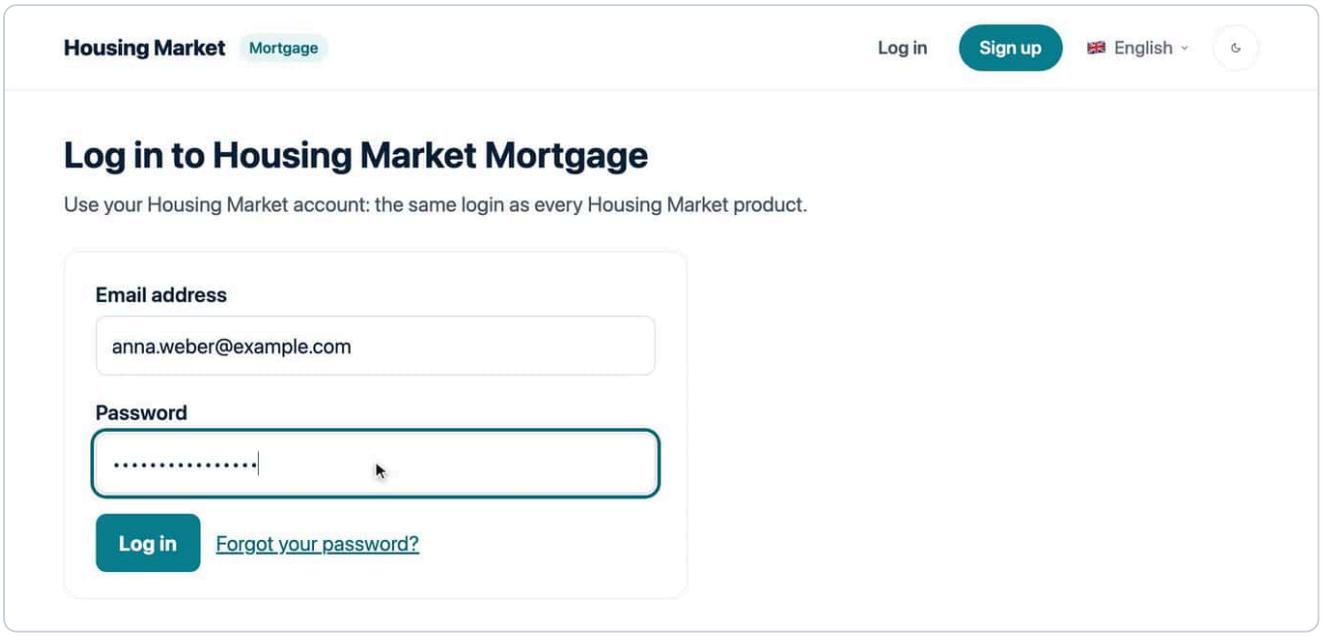


Figure 4.1 · Screen recorded 5 November 2026

2 Select **Log in**.

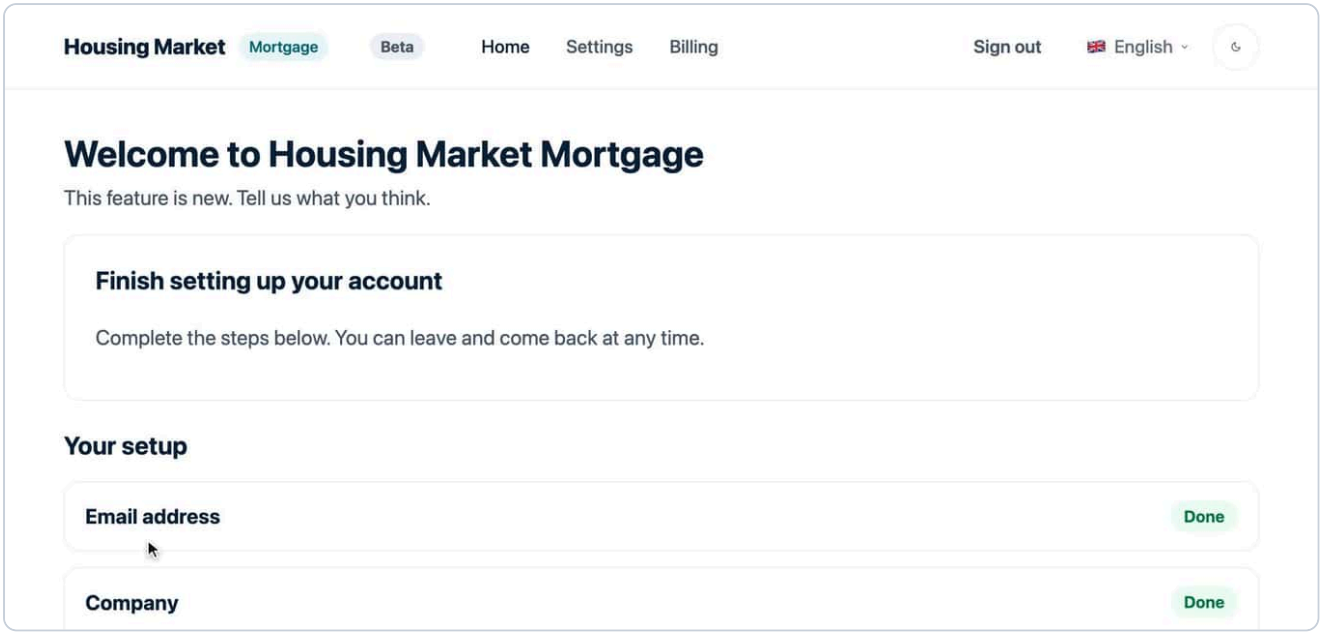


Figure 4.2 · Screen recorded 5 November 2026

3 Your home page says **Finish setting up your account**.

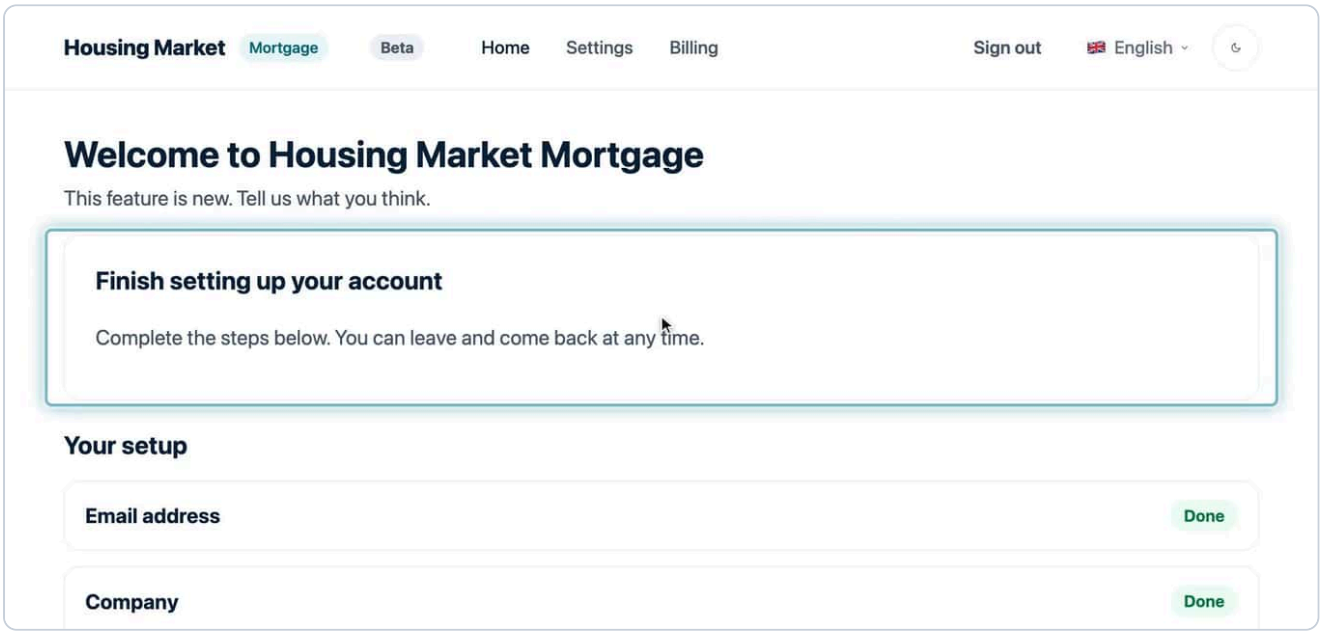


Figure 4.3 · Screen recorded 5 November 2026

4 The **checklist** shows each step, and whether it is done.

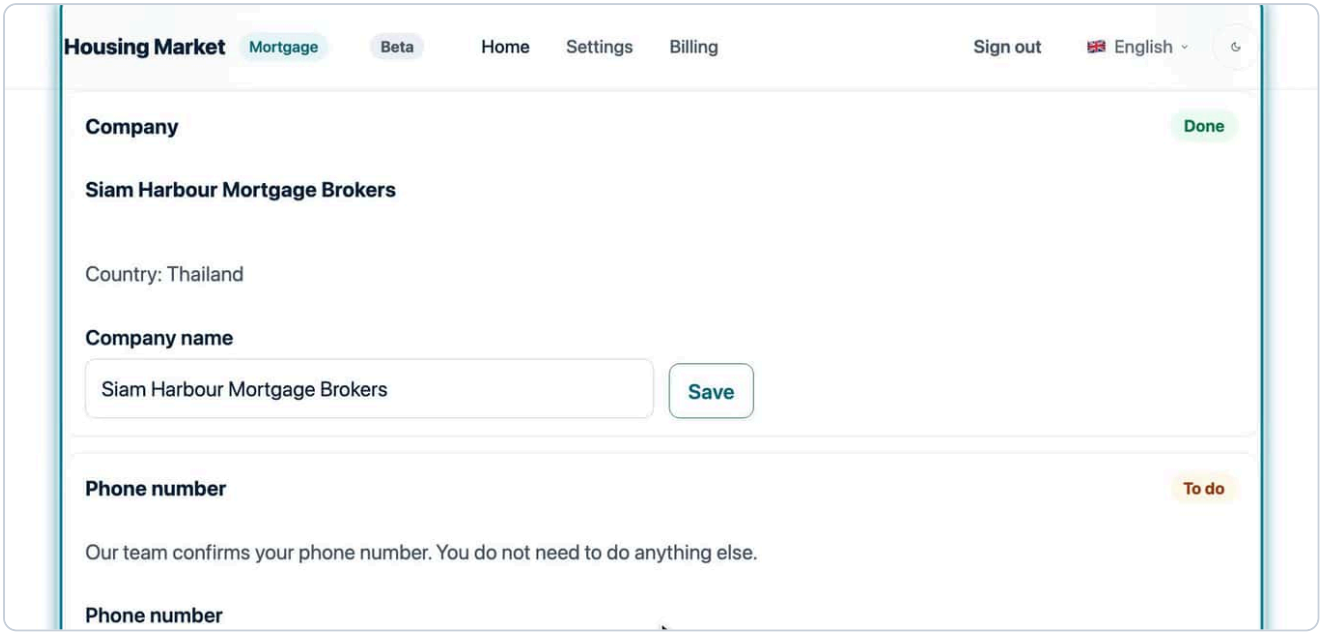


Figure 4.4 · Screen recorded 5 November 2026

5 Your **company** is already done. You can change the name at any time.

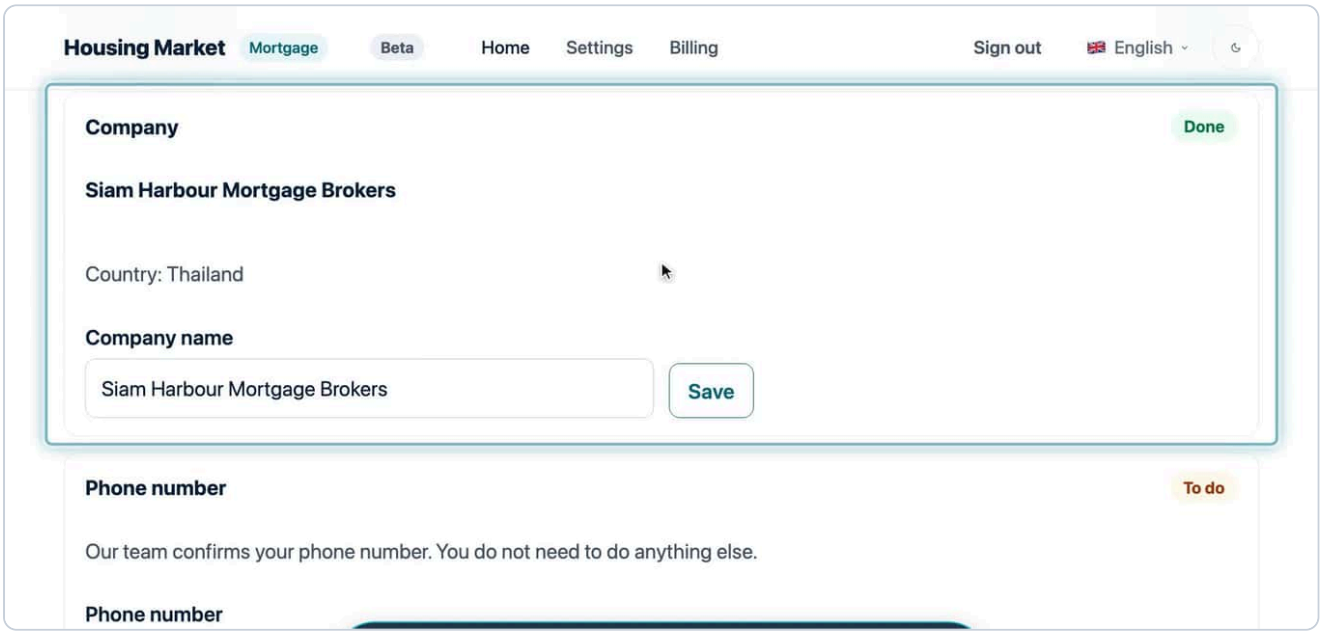


Figure 4.5 · Screen recorded 5 November 2026

6 For your **phone number**, our team confirms it.

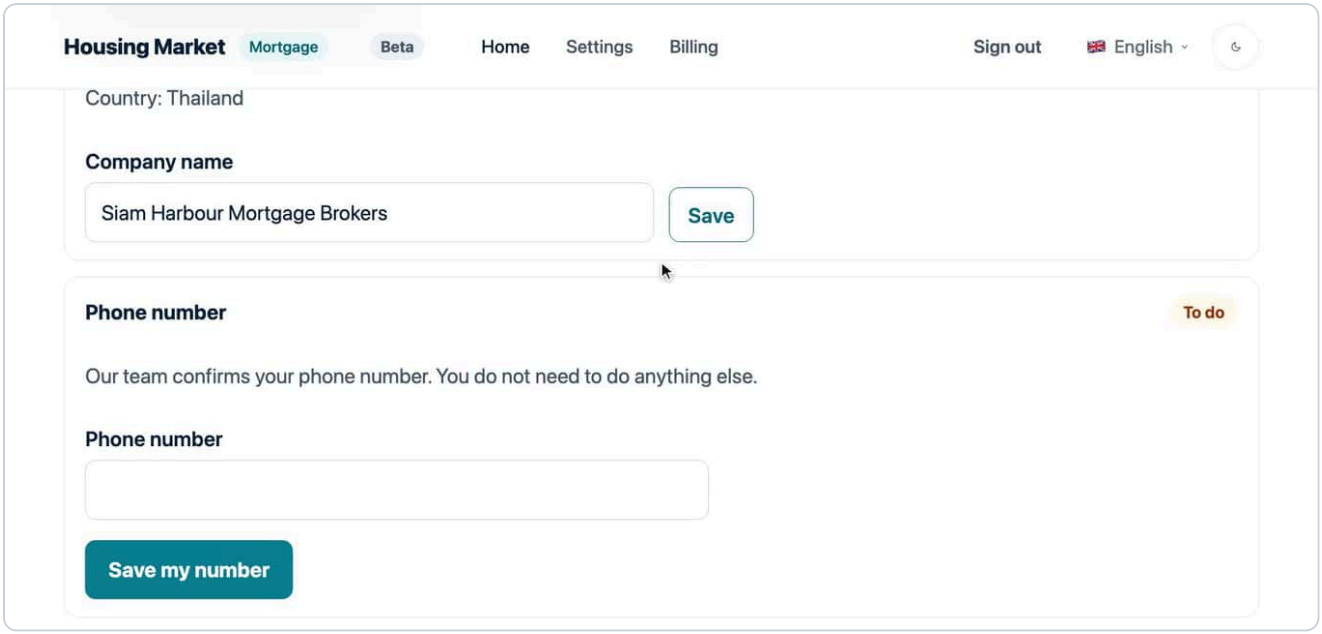


Figure 4.6 · Screen recorded 5 November 2026

7 Enter your number, with the **country code**, and select **Save my number**.

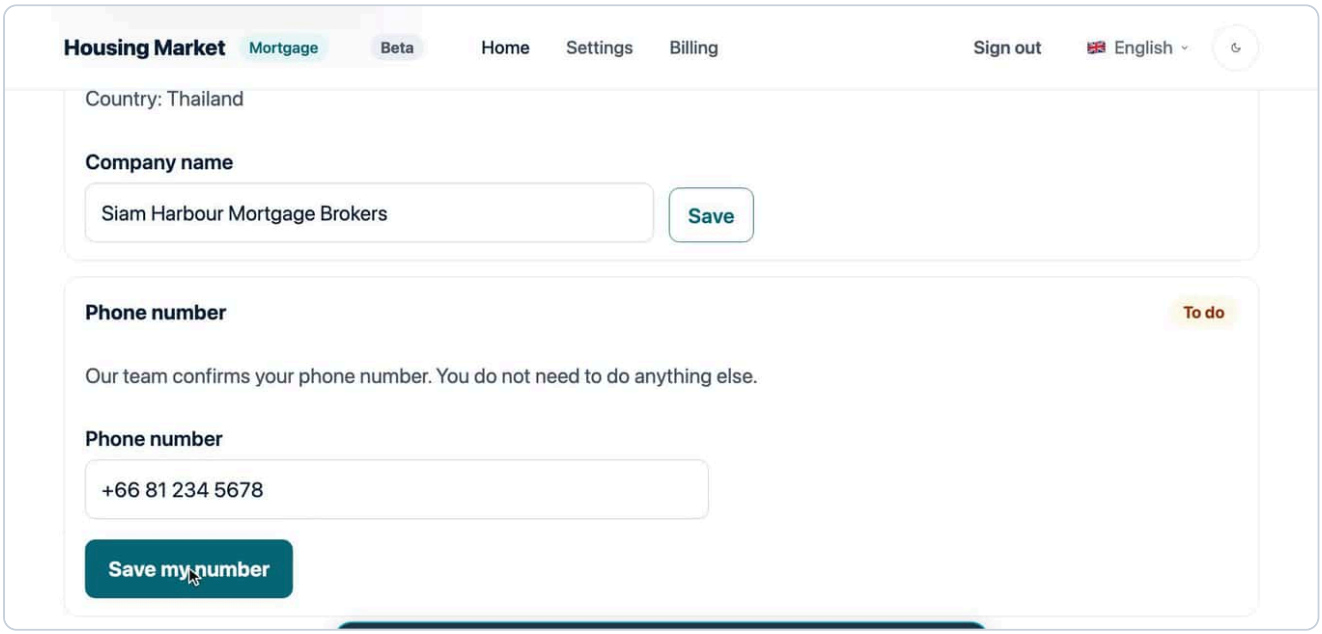


Figure 4.7 · Screen recorded 5 November 2026

8 You do not need to do anything else.

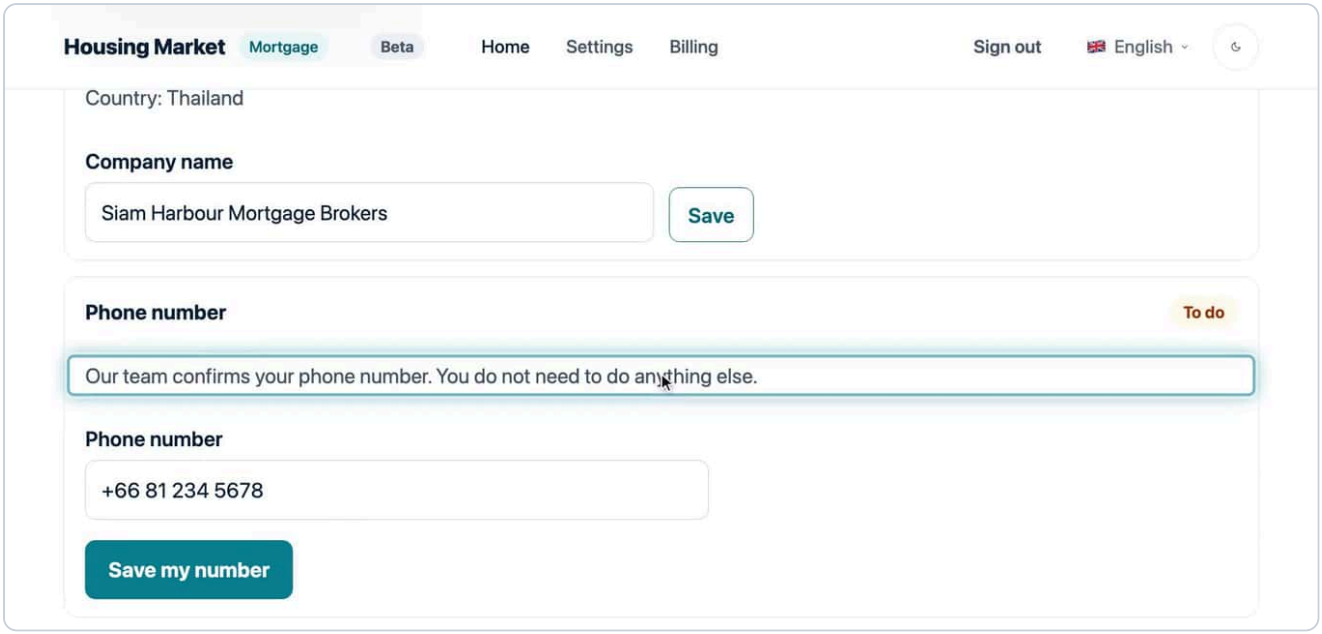


Figure 4.8 · Screen recorded 5 November 2026

9 The payment card is added in your Housing Market billing profile.

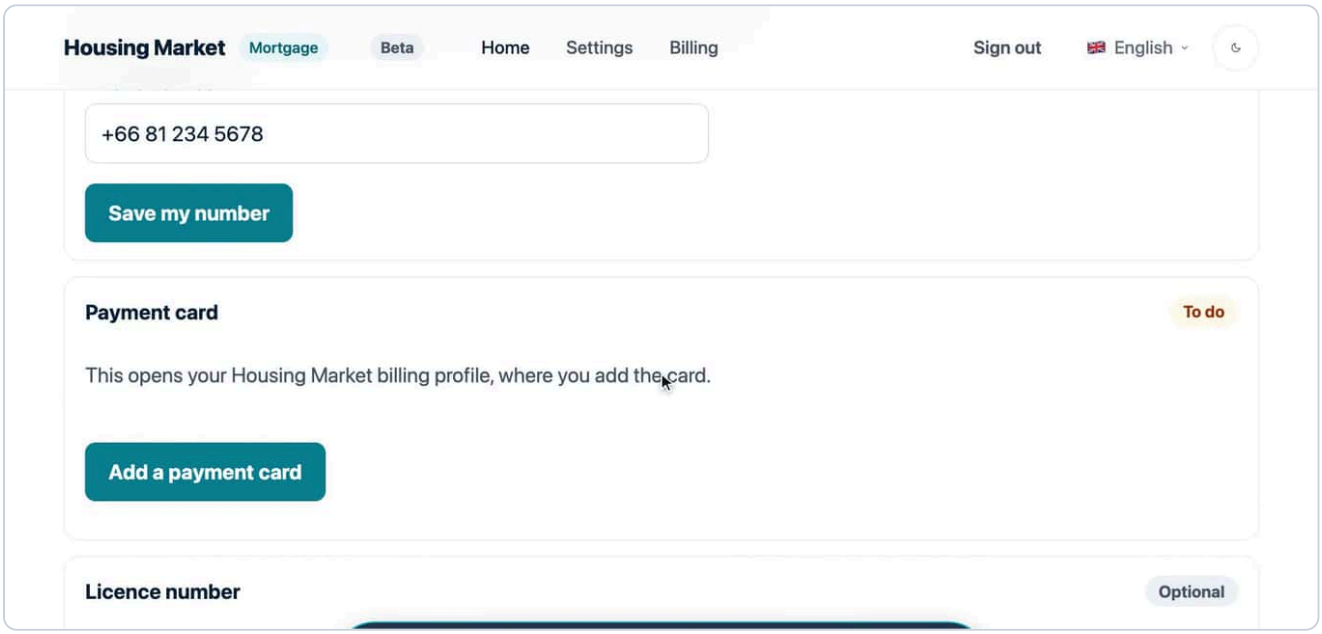


Figure 4.9 · Screen recorded 5 November 2026

10 **Add a payment card** opens it.

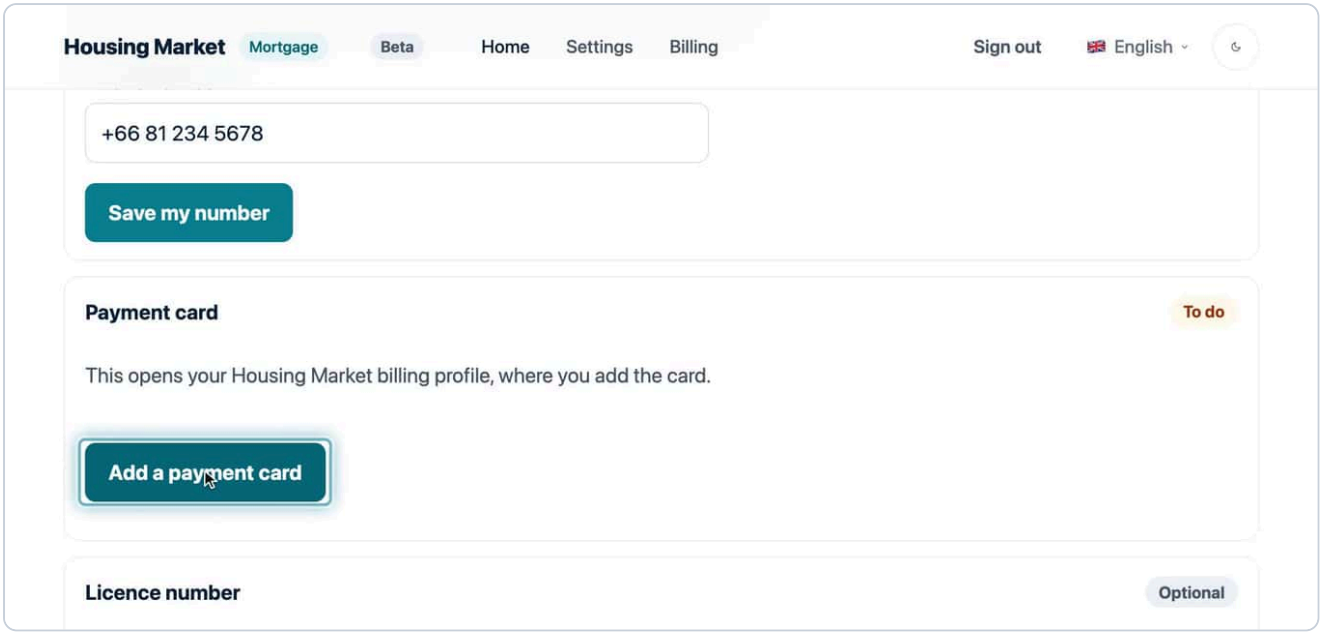


Figure 4.10 · Screen recorded 5 November 2026

11 A **licence number** is optional. You can add it in **Settings**.

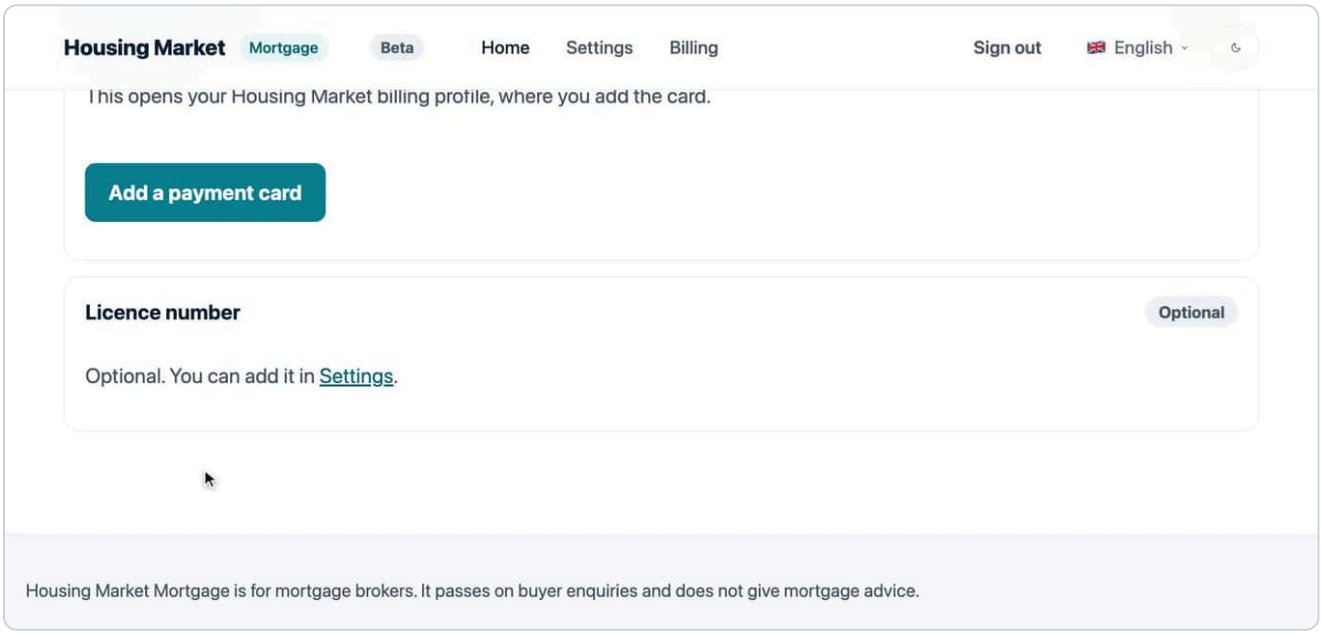


Figure 4.11 · Screen recorded 5 November 2026

RELATED HELP CENTER ARTICLES

How does a mortgage broker choose areas, receive leads and pay for them?	faq.housingmarketgroup.com/faq/how-does-a-mortgage-broker-receive-and-pay-for-leads

5 CHAPTER 5

Log in or reset your password

Free account | For mortgage brokers | Watch the video

STEP BY STEP

1 Use your **Housing Market account**: the same login as every Housing Market product.

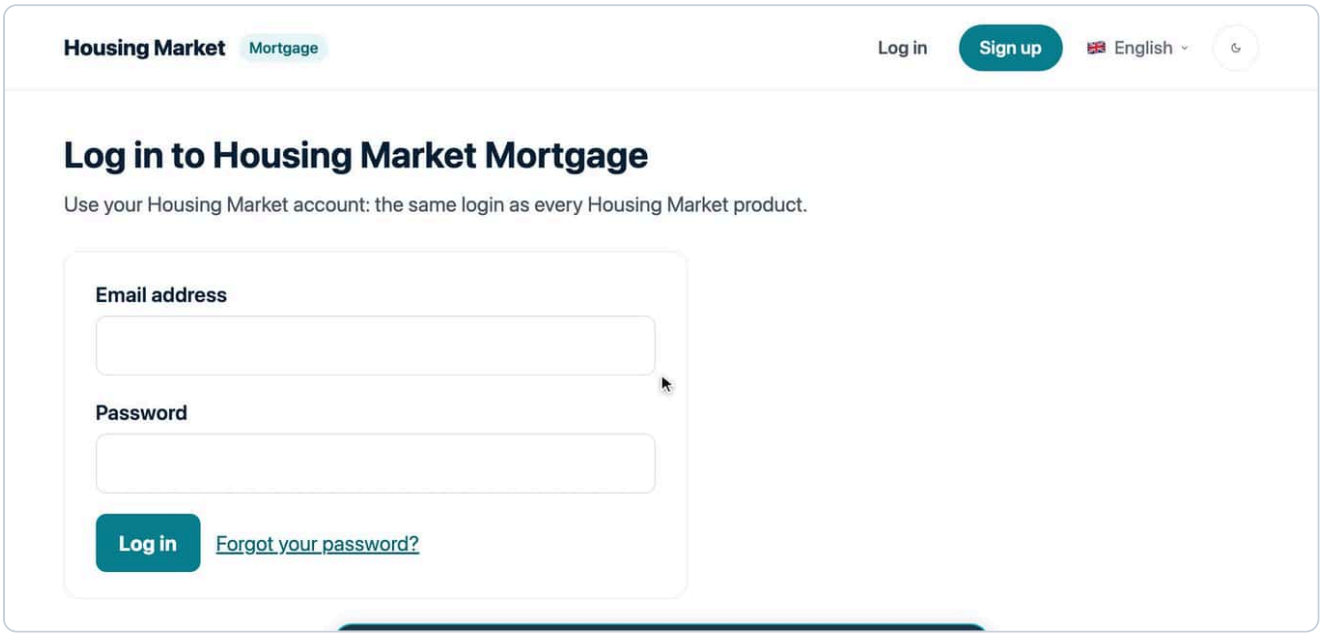


Figure 5.1 · Screen recorded 5 November 2026

2 Enter your **email address**.

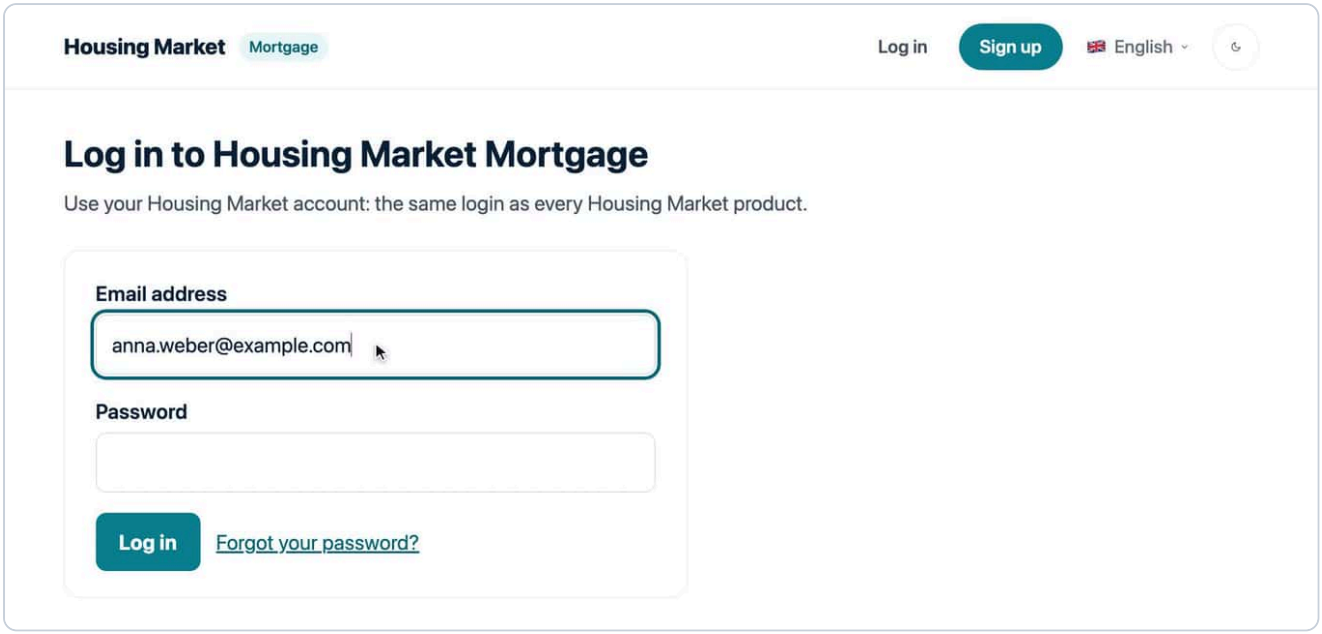


Figure 5.2 · Screen recorded 5 November 2026

3 Enter your **password**.

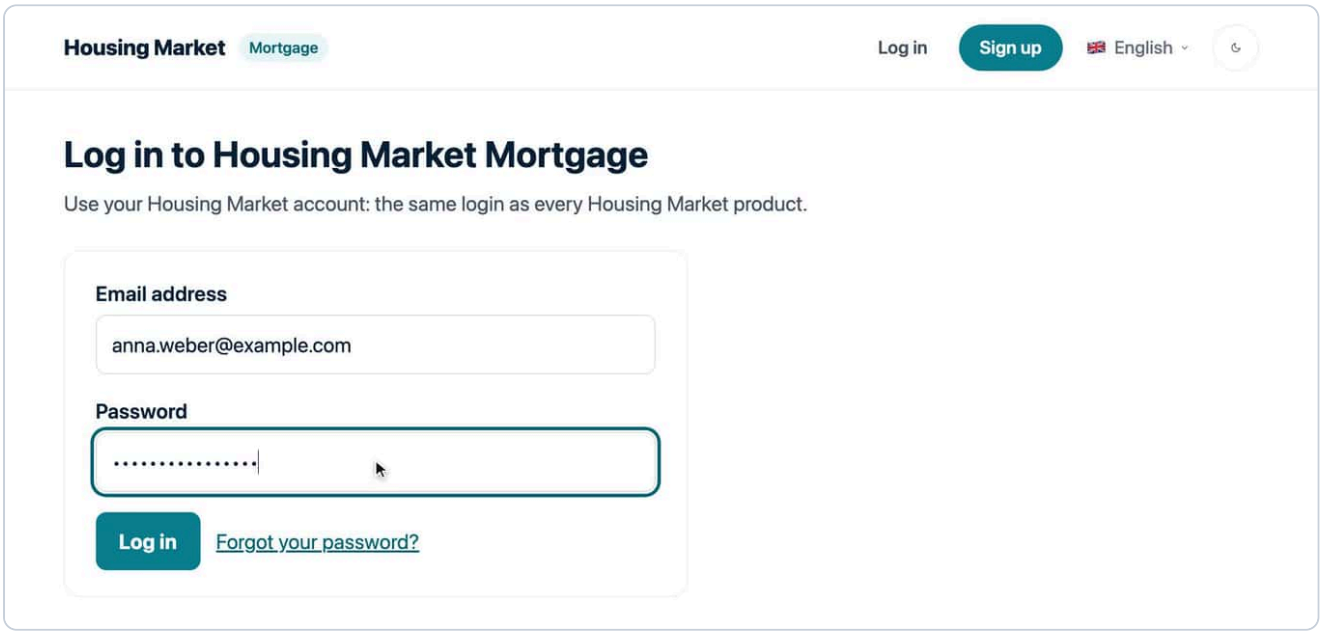


Figure 5.3 · Screen recorded 5 November 2026

4 Select **Log in**.

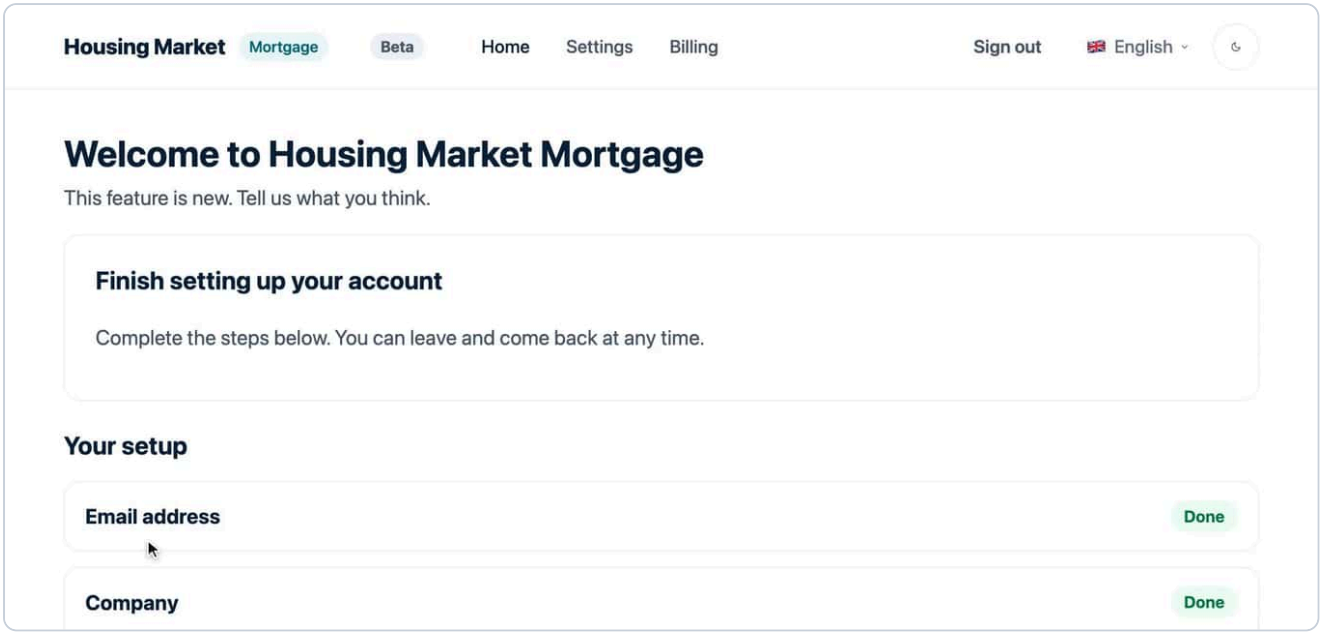


Figure 5.4 · Screen recorded 5 November 2026

5 You arrive on your **home page**.

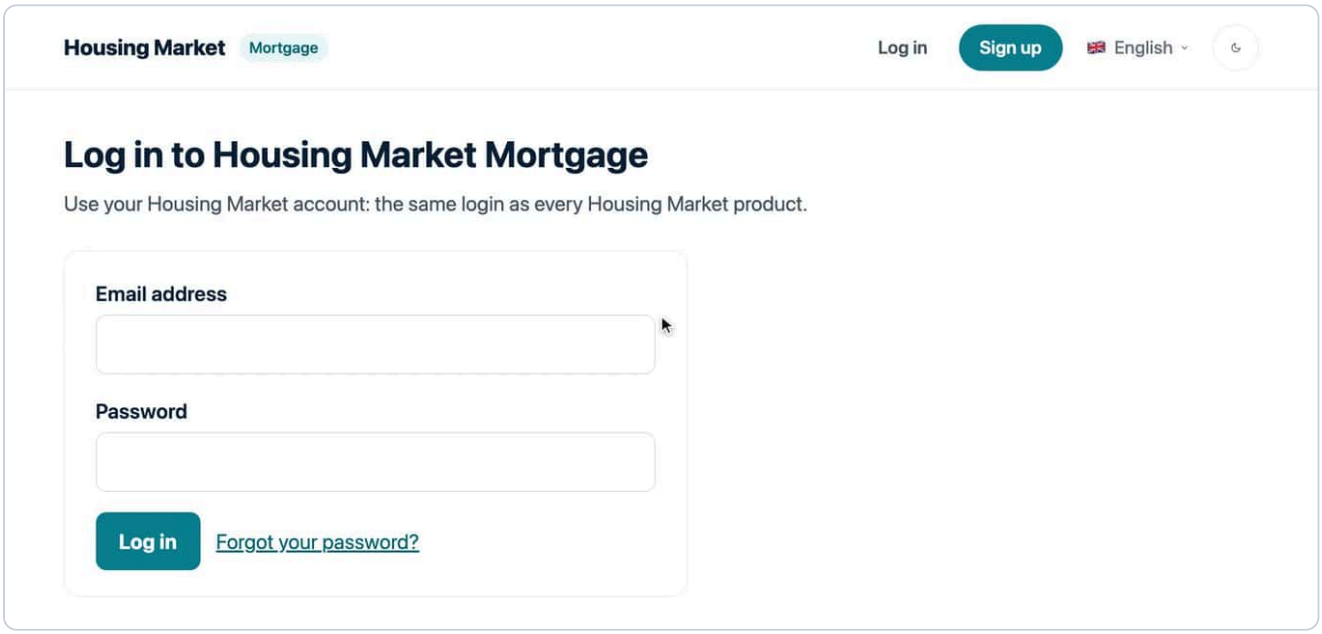


Figure 5.5 · Screen recorded 5 November 2026

6 Forgot your password? Select **Forgot your password?**

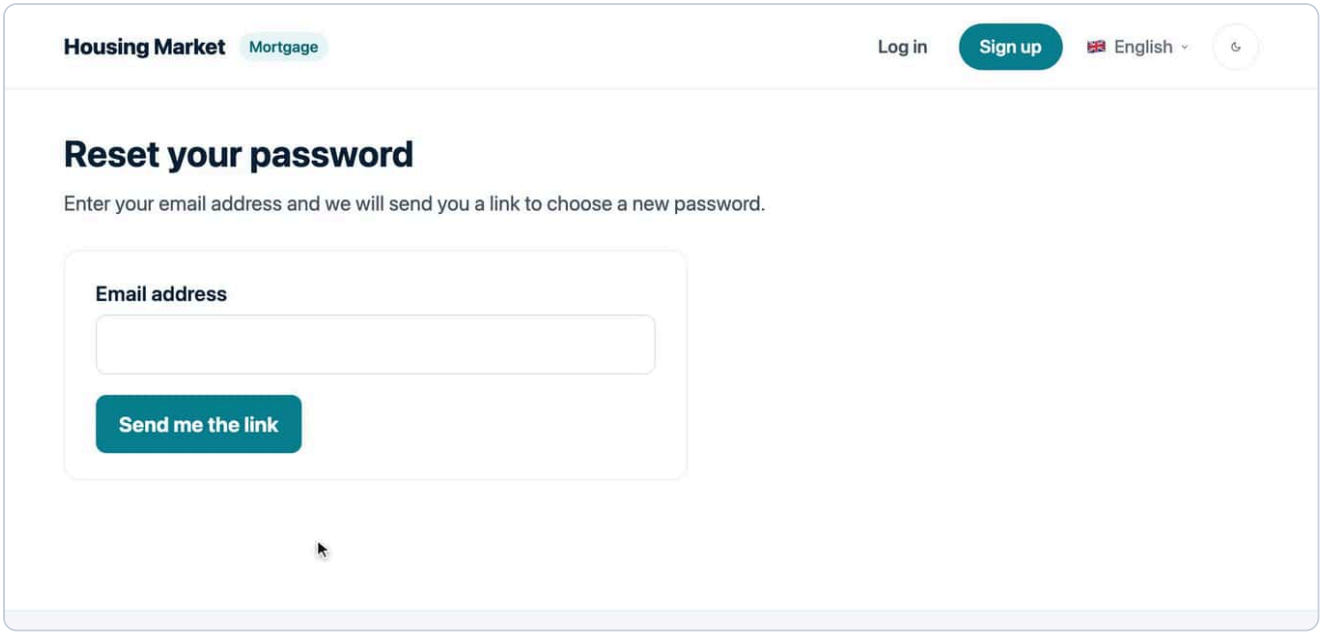


Figure 5.6 · Screen recorded 5 November 2026

7 Enter your **email address** and select **Send me the link**. The reset arrives as a **link**: there is **no code** to type.

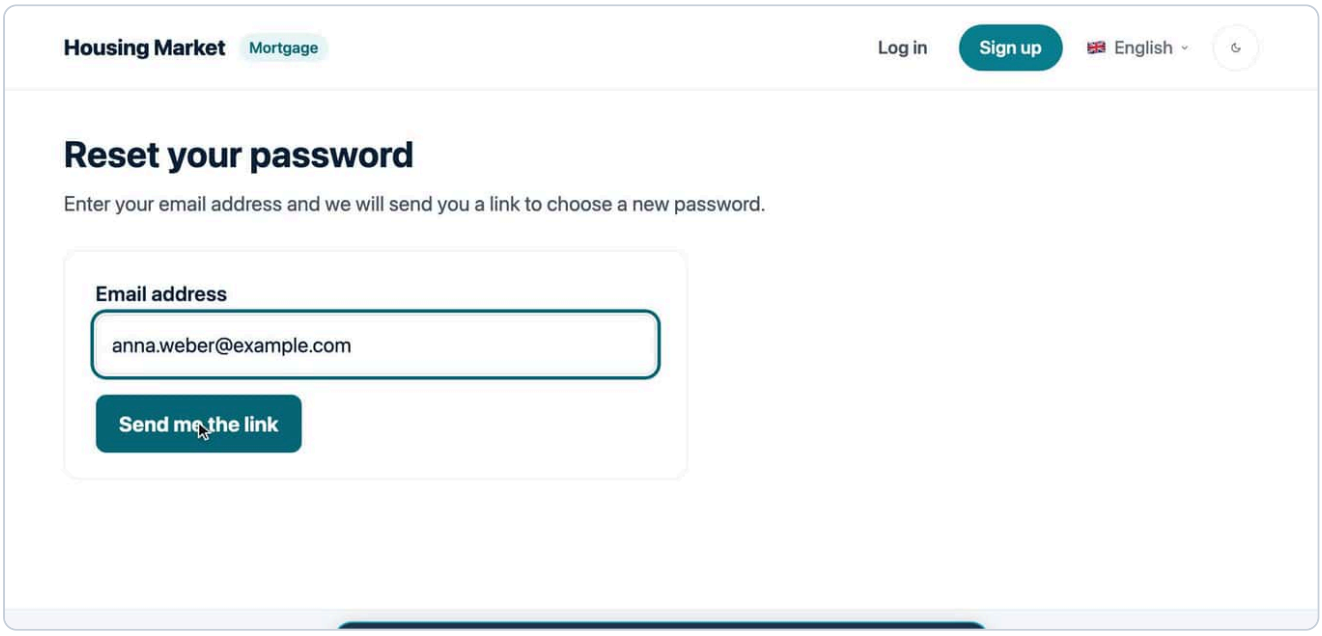


Figure 5.7 · Screen recorded 5 November 2026

6 CHAPTER 6

Reset your password by link

Free account | For mortgage brokers | Watch the video

STEP BY STEP

1 On the log-in page, select **Forgot your password?**

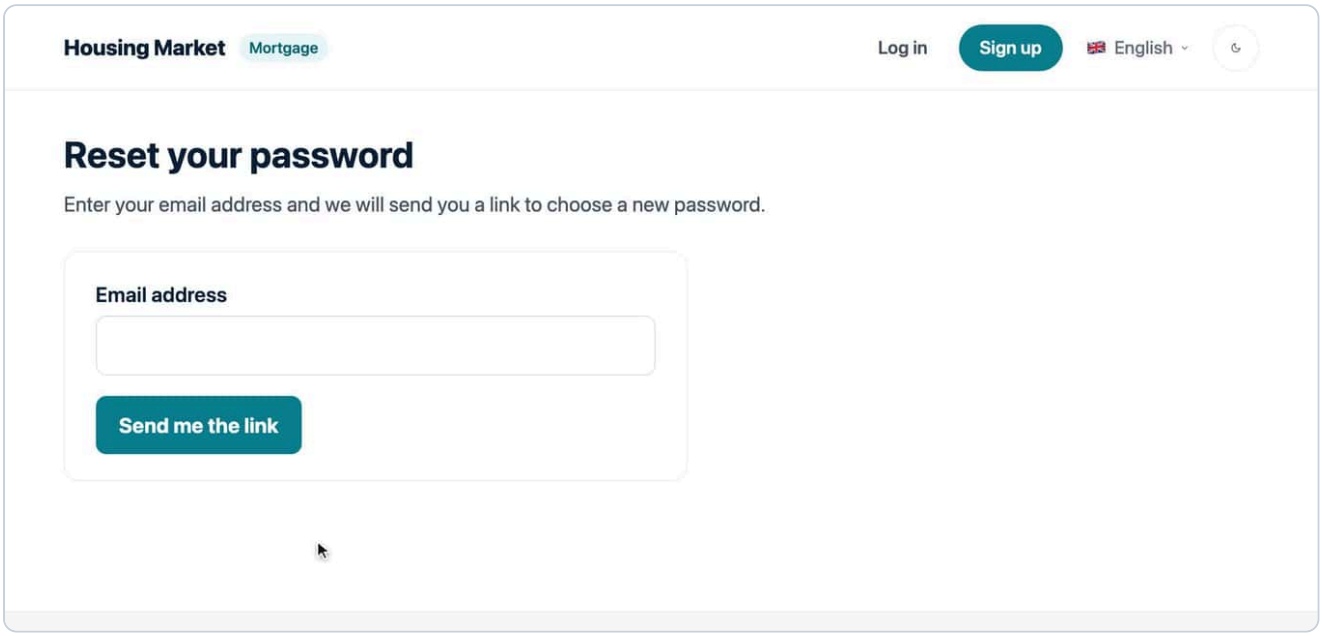


Figure 6.1 · Screen recorded 5 November 2026

2 Enter the **email address** of your account.

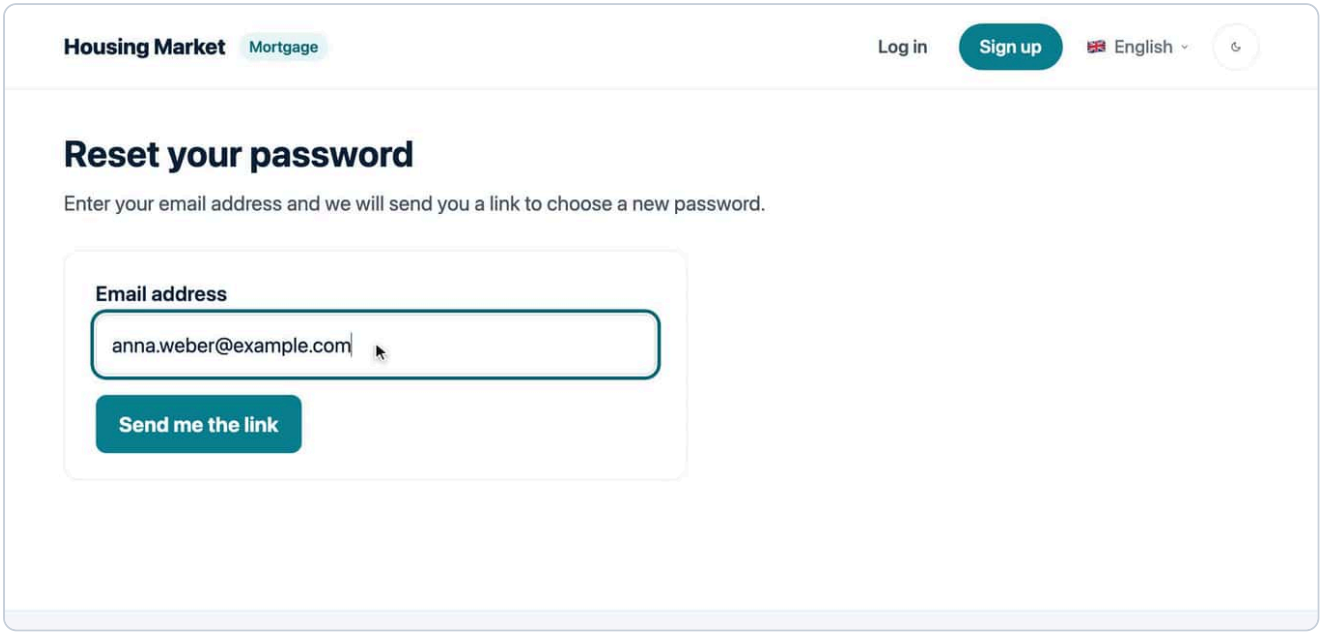


Figure 6.2 · Screen recorded 5 November 2026

3 Select **Send me the link**. We email you a **link** to choose a new password.

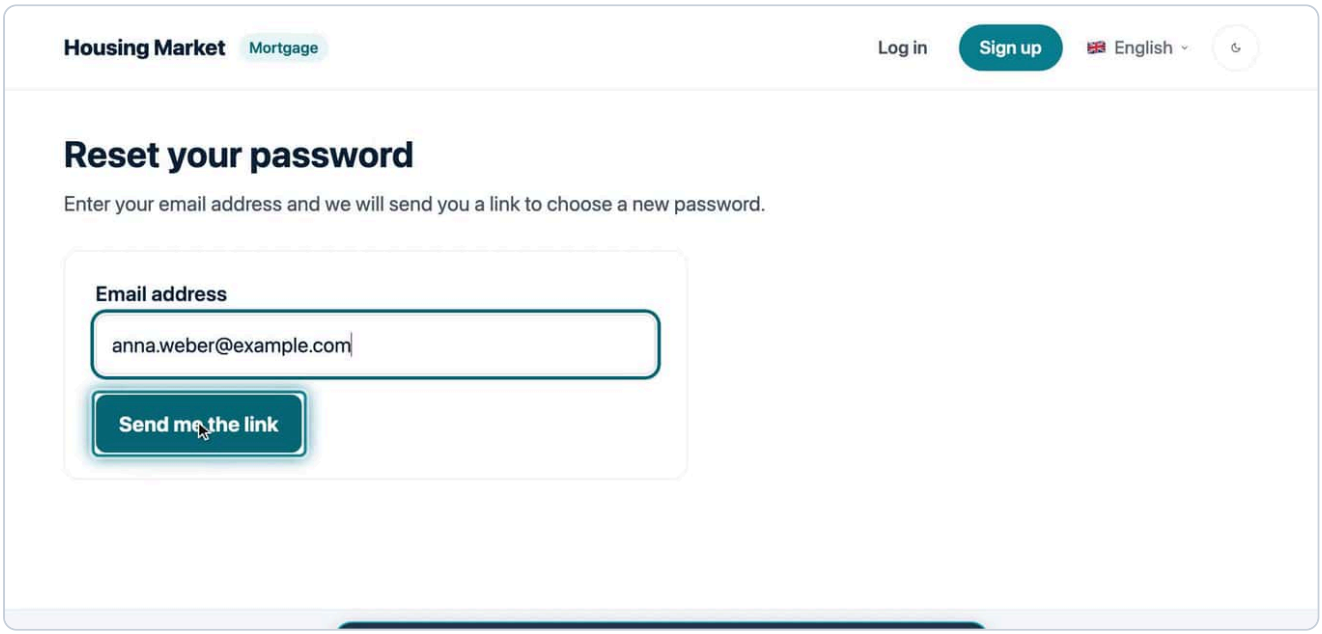


Figure 6.3 · Screen recorded 5 November 2026

4 The reset arrives as a **link**. There is **no code** to type.

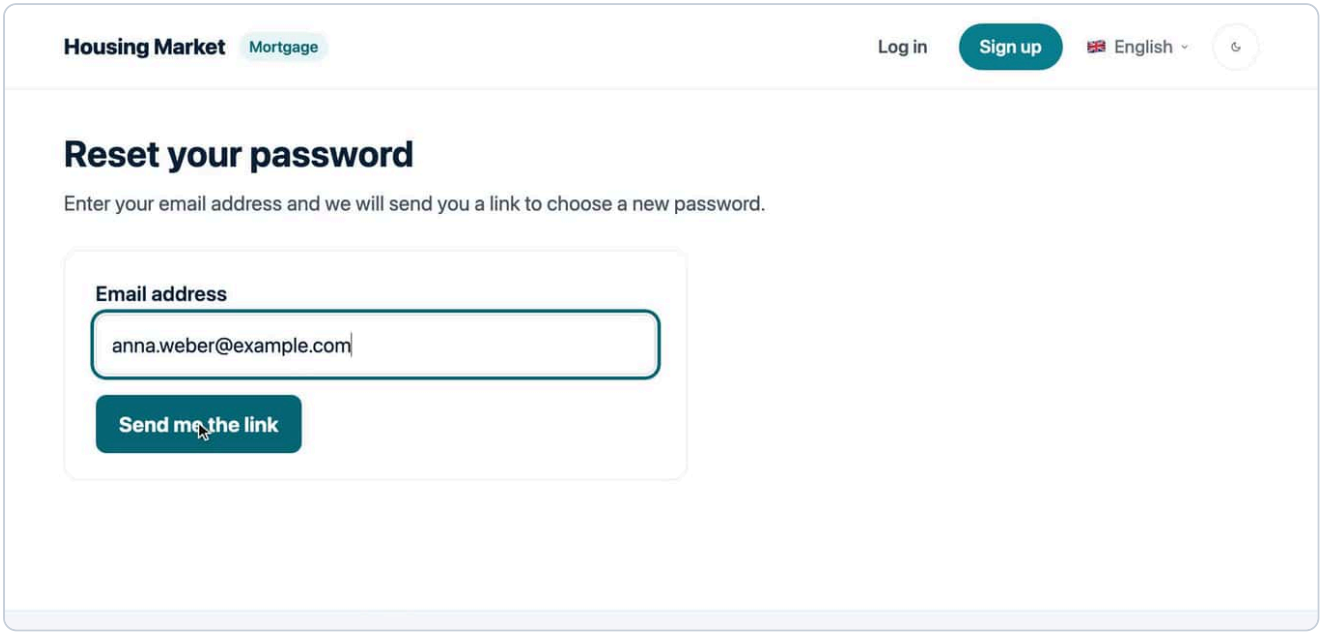


Figure 6.4 · Screen recorded 5 November 2026

5 Your **Housing Market password** works in every Housing Market product.

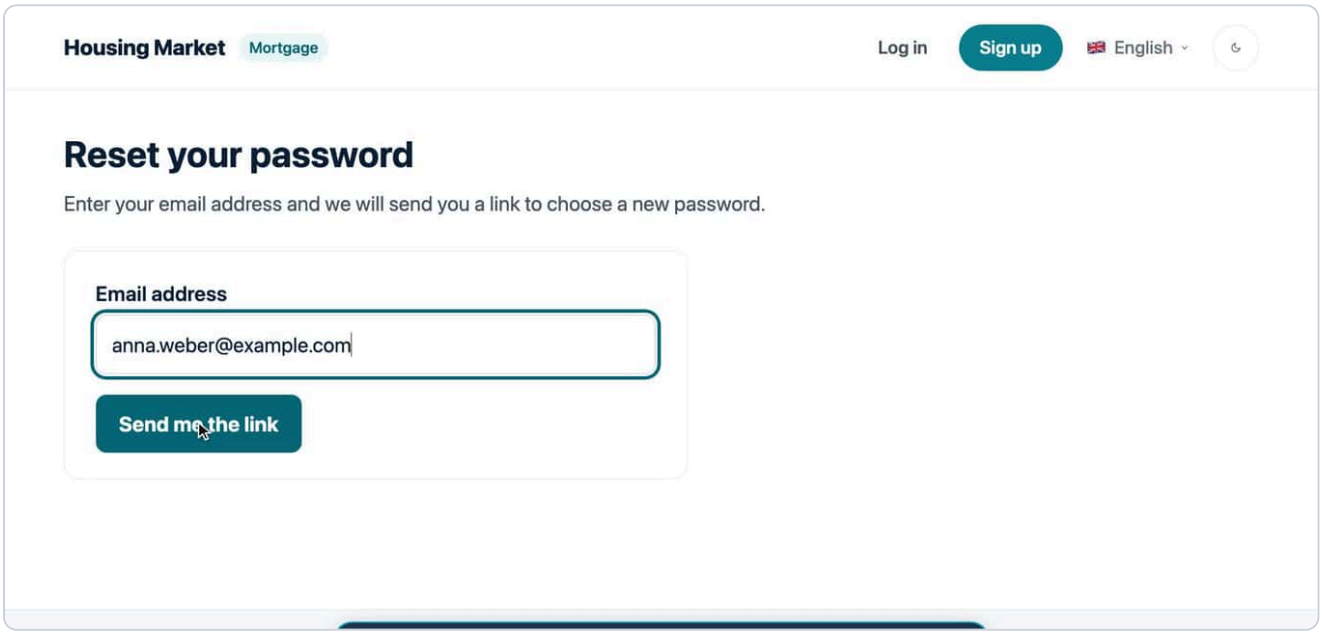


Figure 6.5 · Screen recorded 5 November 2026

PART 2

Your details

7 Add your phone number

8 Change your company name

9 Add your licence number

10 Add a payment card

7 CHAPTER 7

Add your phone number

Free account | For mortgage brokers | Watch the video

STEP BY STEP

1 On your **home page**, find the **Phone number** step.

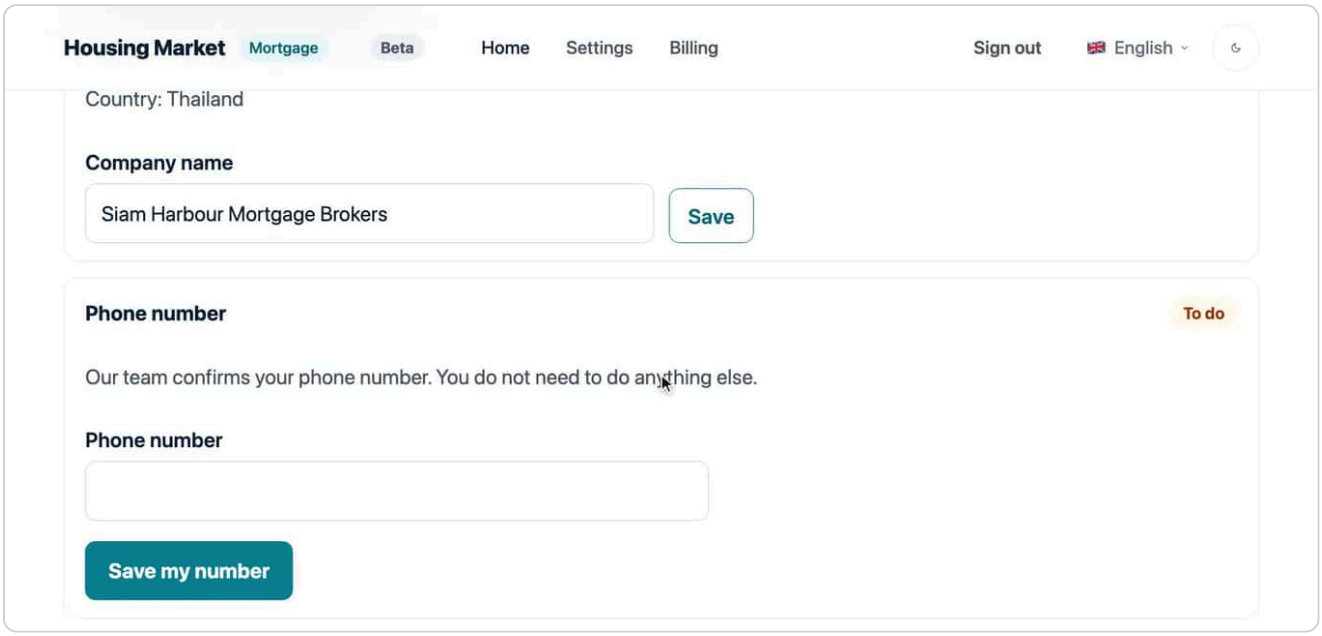


Figure 7.1 · Screen recorded 5 November 2026

2 Enter your number, with the **country code**.

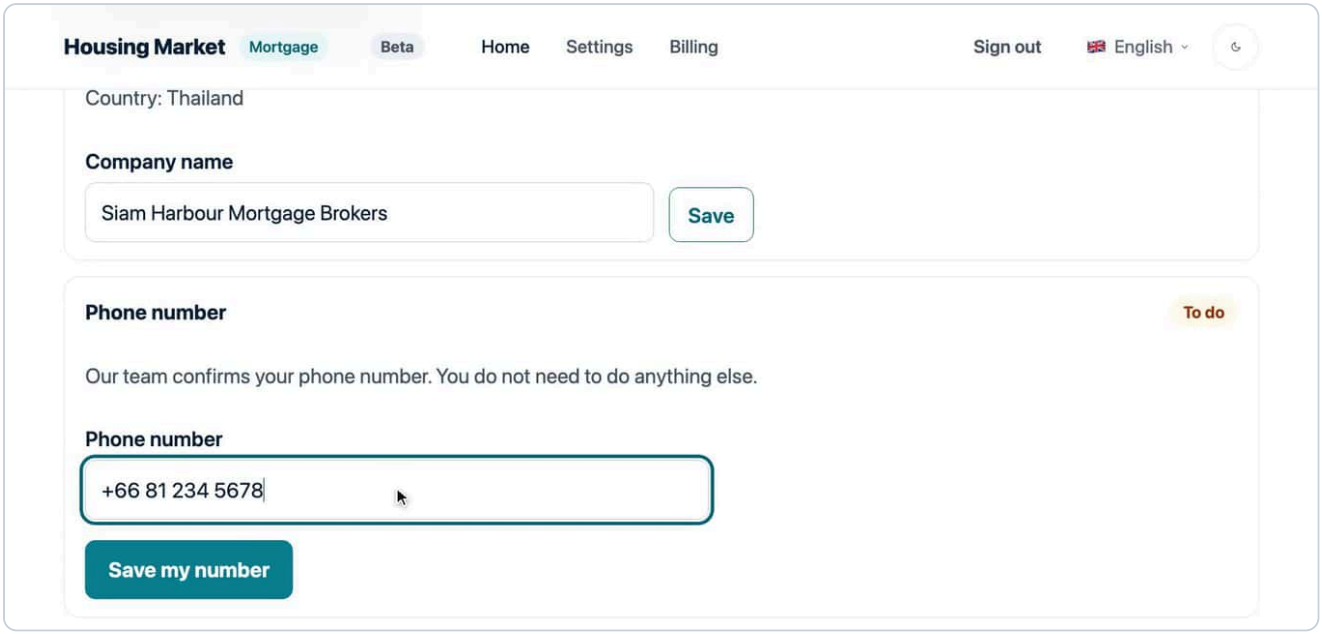


Figure 7.2 · Screen recorded 5 November 2026

3 Select **Save my number**.

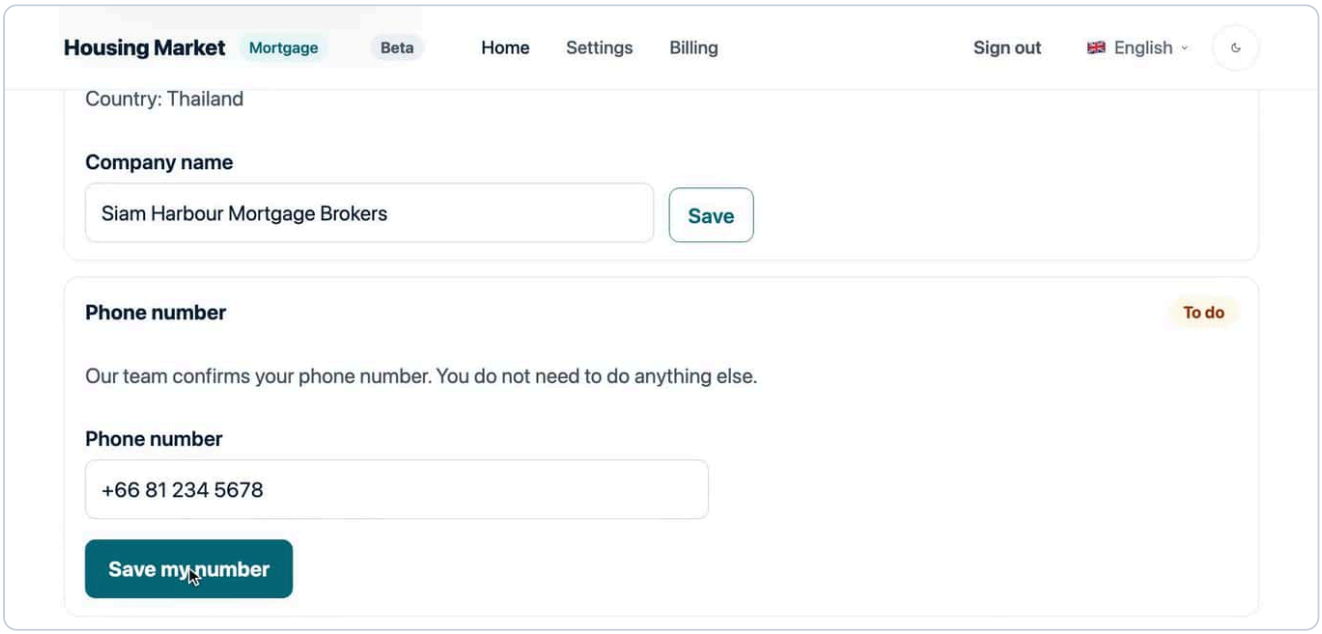


Figure 7.3 · Screen recorded 5 November 2026

4 **Our team confirms** your phone number. You do not need to do anything else.

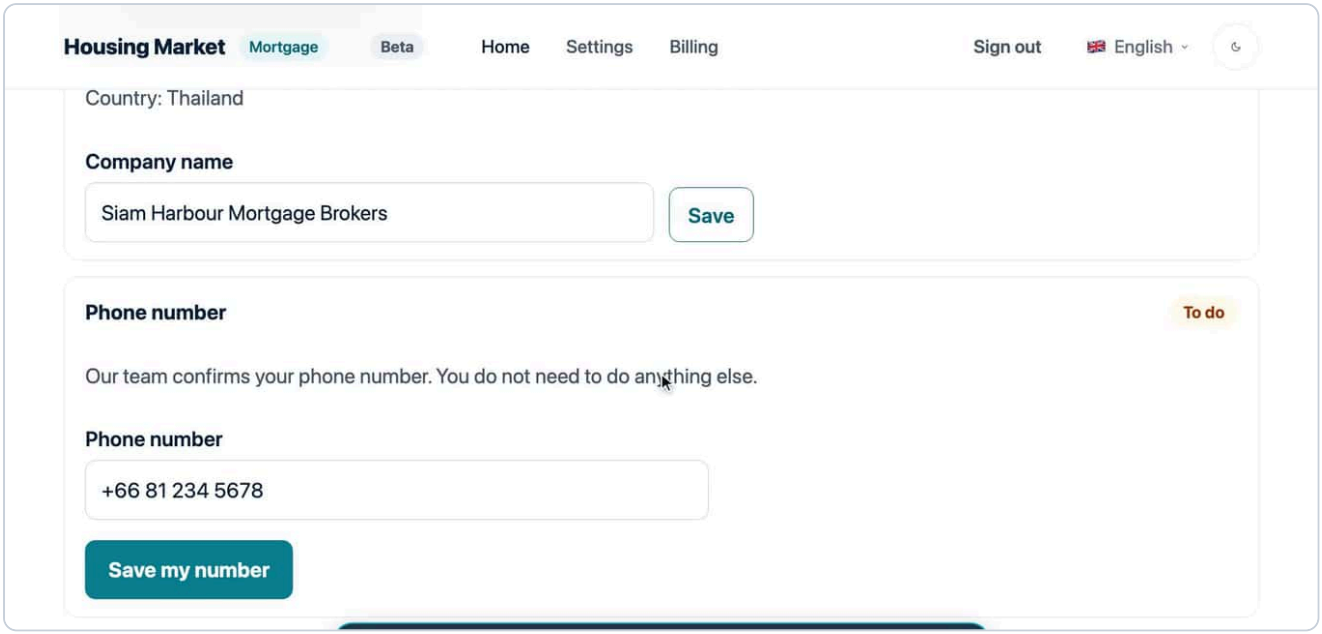


Figure 7.4 · Screen recorded 5 November 2026

8 CHAPTER 8

Change your company name

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STEP BY STEP

1 On your **home page**, the **Company** step is already done.

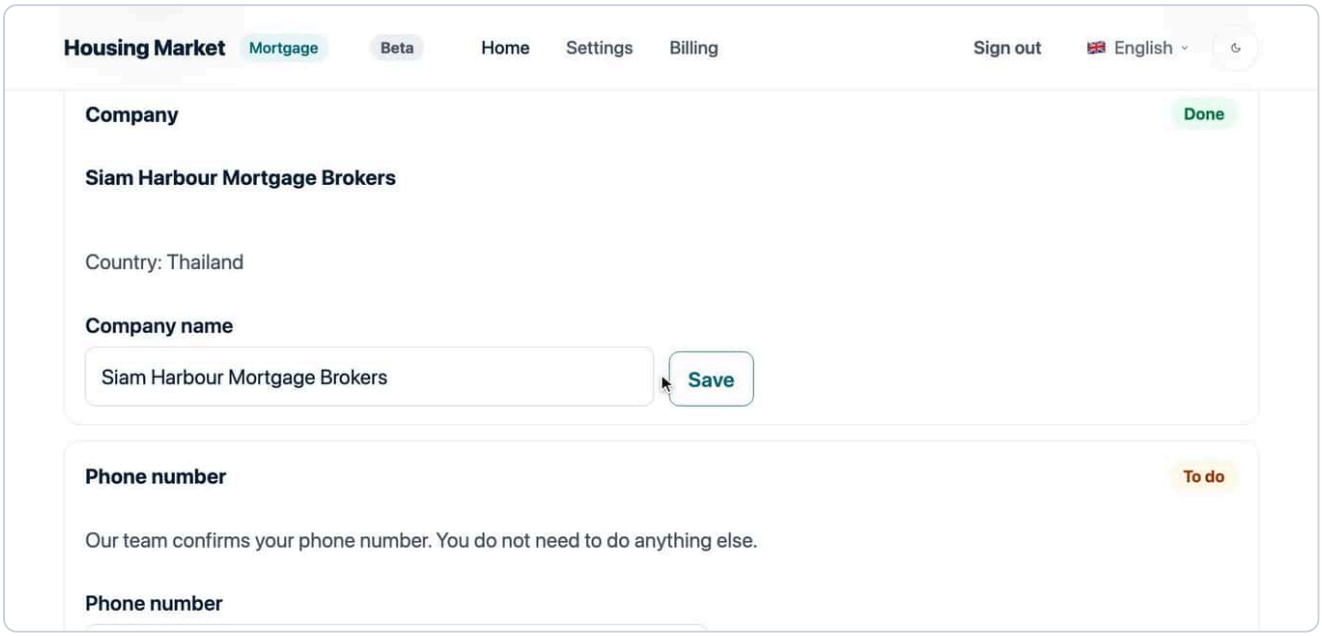


Figure 8.1 · Screen recorded 5 November 2026

2 Change the **company name** at any time and select **Save**.

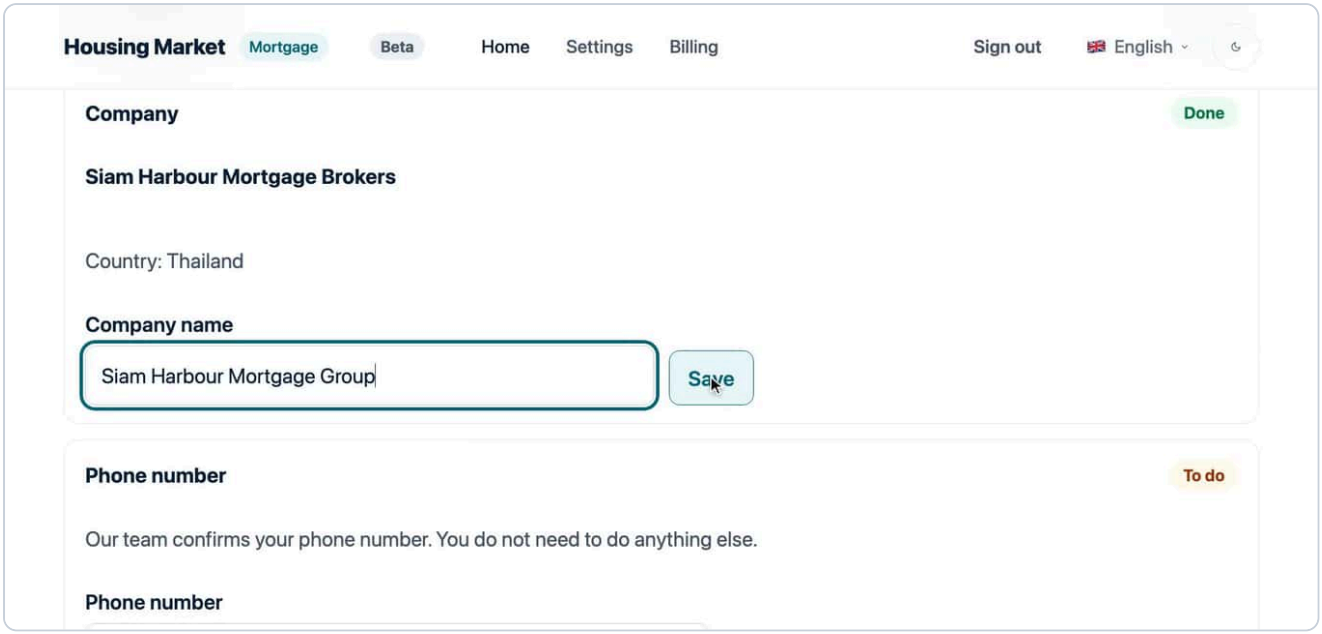


Figure 8.2 · Screen recorded 5 November 2026

9 CHAPTER 9

Add your licence number

Free account | For mortgage brokers | Watch the video

STEP BY STEP

1 Open **Settings** and find **Licence number**.

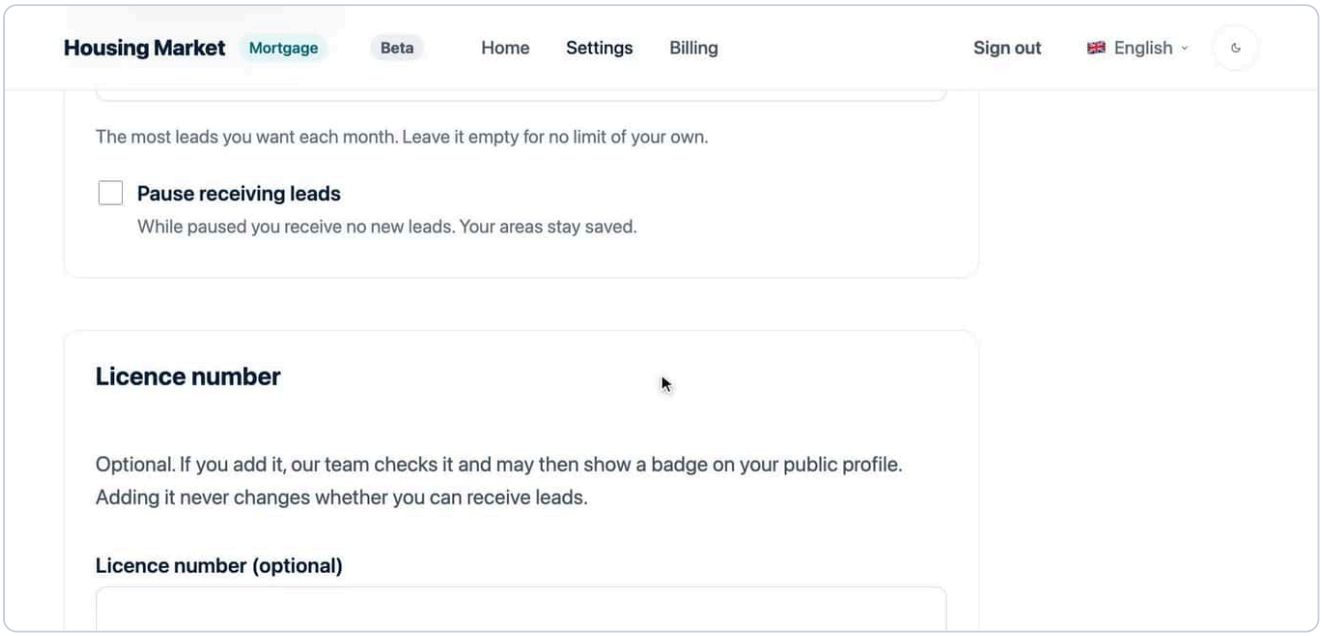


Figure 9.1 · Screen recorded 5 November 2026

2 It is **optional**. Our team checks it and may then show a **badge**. It never changes whether you receive leads.

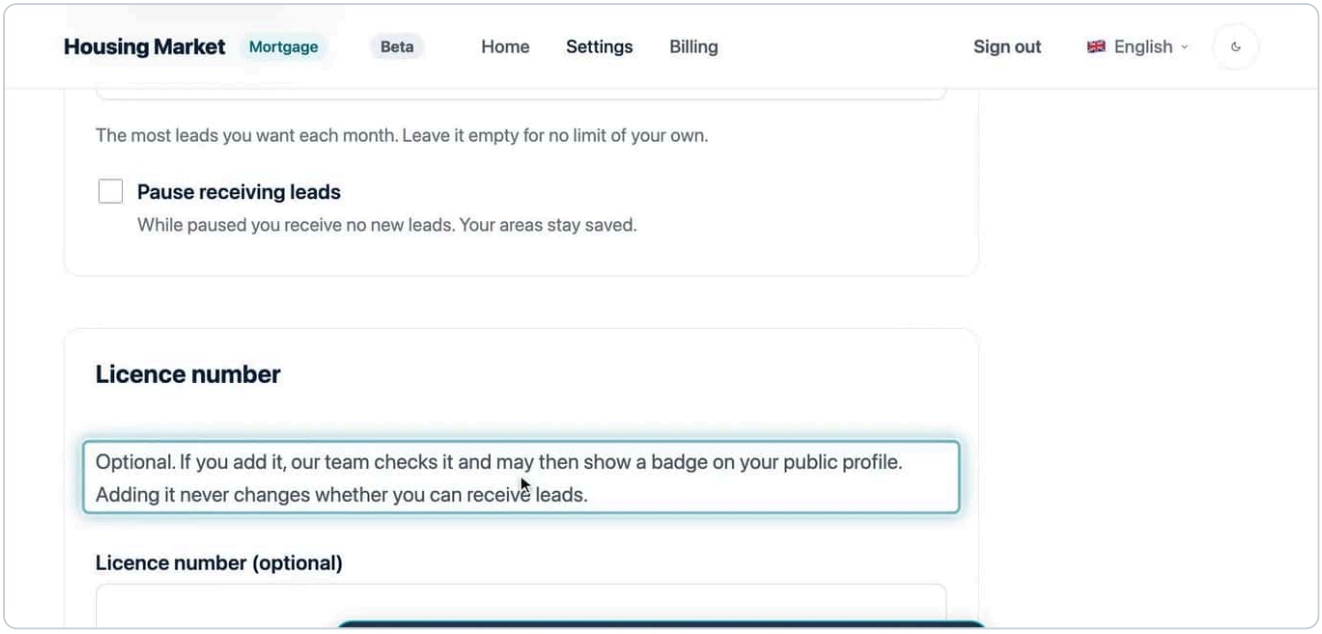


Figure 9.2 · Screen recorded 5 November 2026

3 Enter your **licence number** and **where it is registered**.

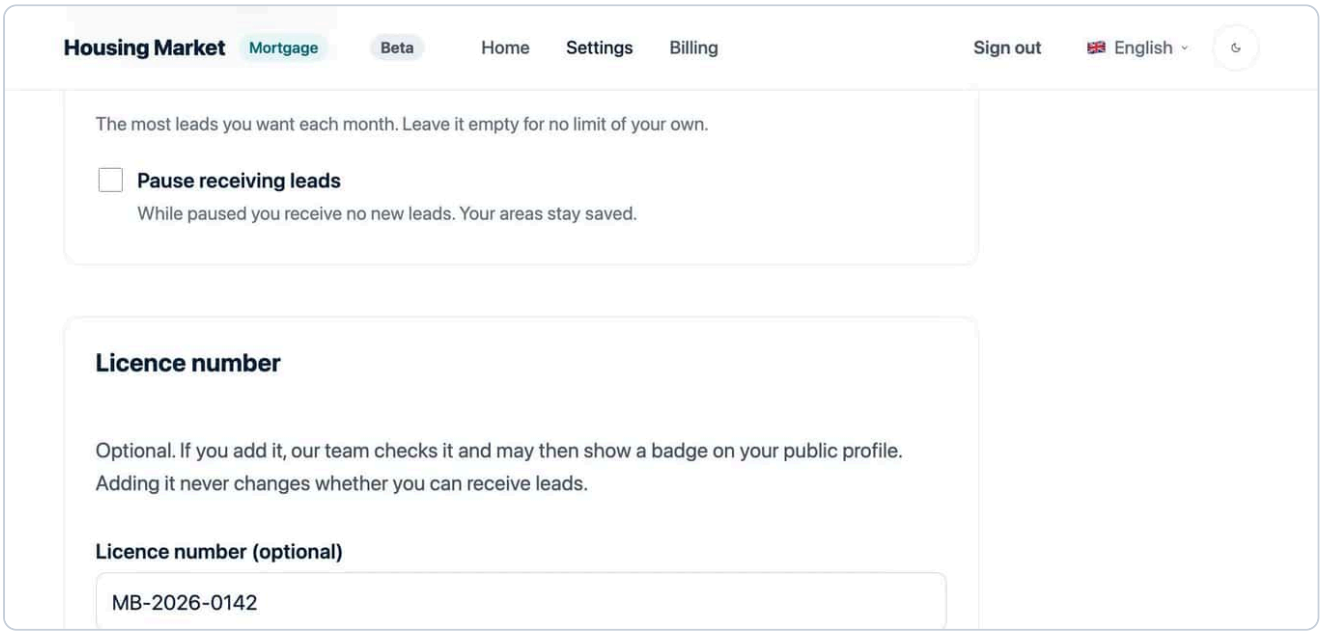


Figure 9.3 · Screen recorded 5 November 2026

4 Select **Save**.

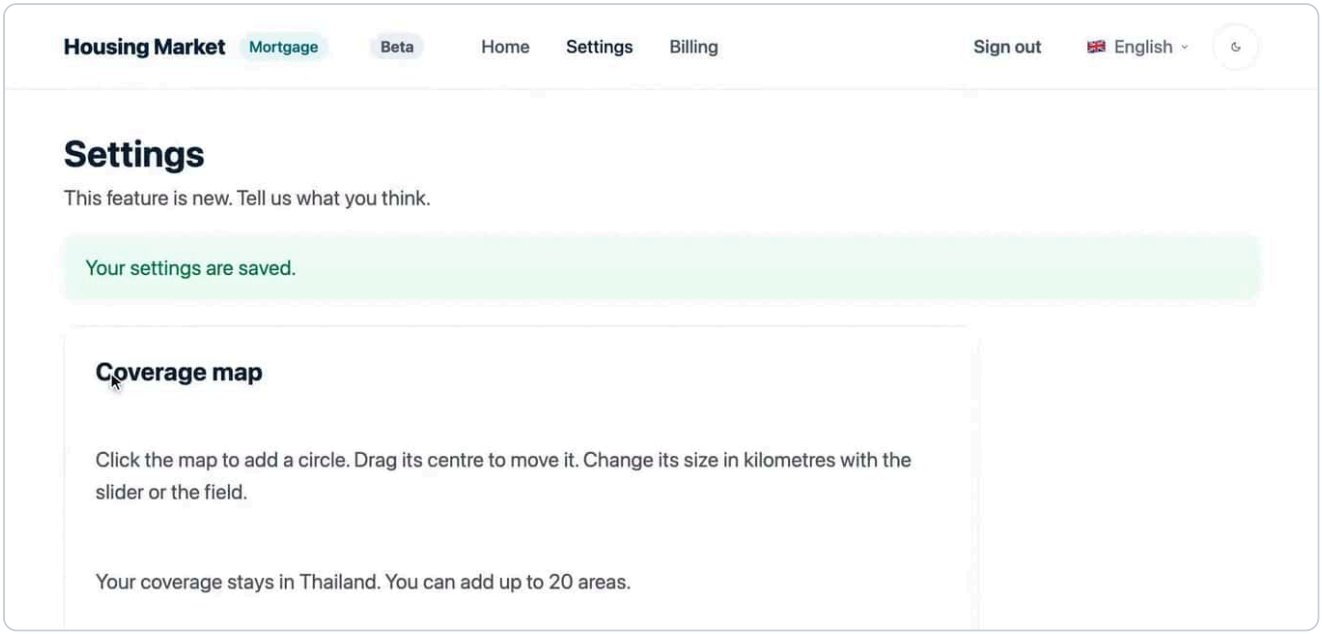


Figure 9.4 · Screen recorded 5 November 2026

5 The page confirms: **your settings are saved**.

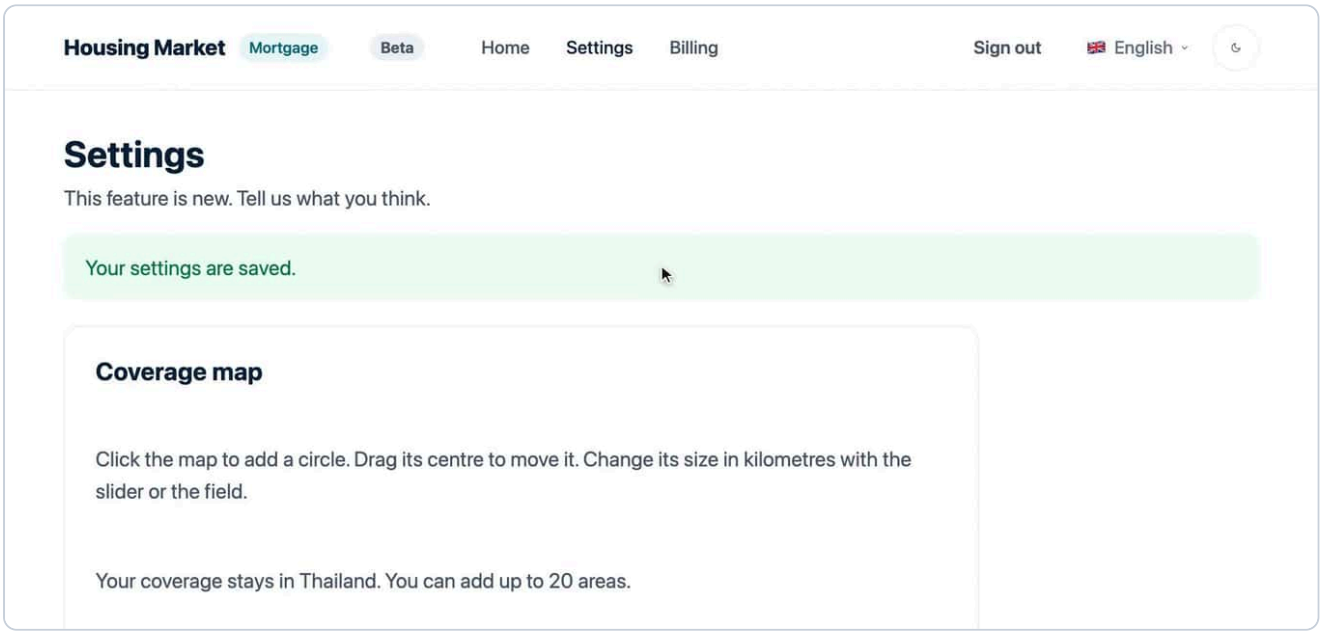


Figure 9.5 · Screen recorded 5 November 2026

10 CHAPTER 10

Add a payment card

Free account | For mortgage brokers | Watch the video

STEP BY STEP

1 On your **home page**, find the **Payment card** step.

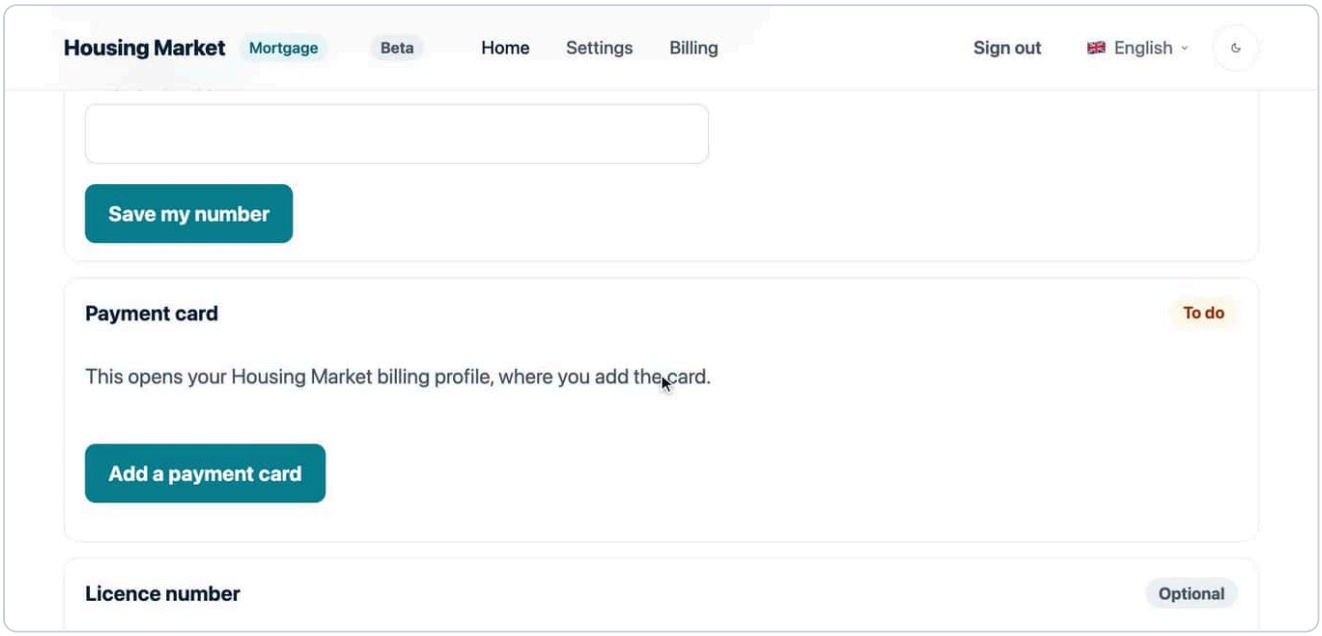


Figure 10.1 · Screen recorded 5 November 2026

2 The card is added in your **Housing Market billing profile**.

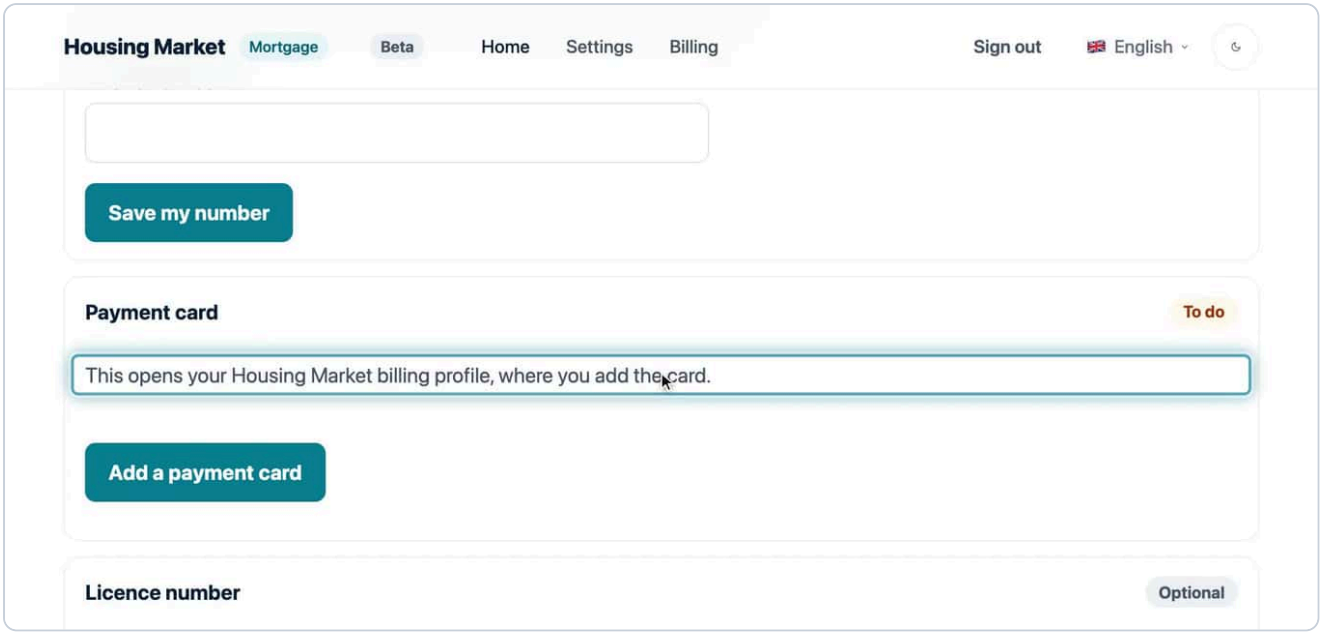


Figure 10.2 · Screen recorded 5 November 2026

3 **Add a payment card** opens it. We stop here.

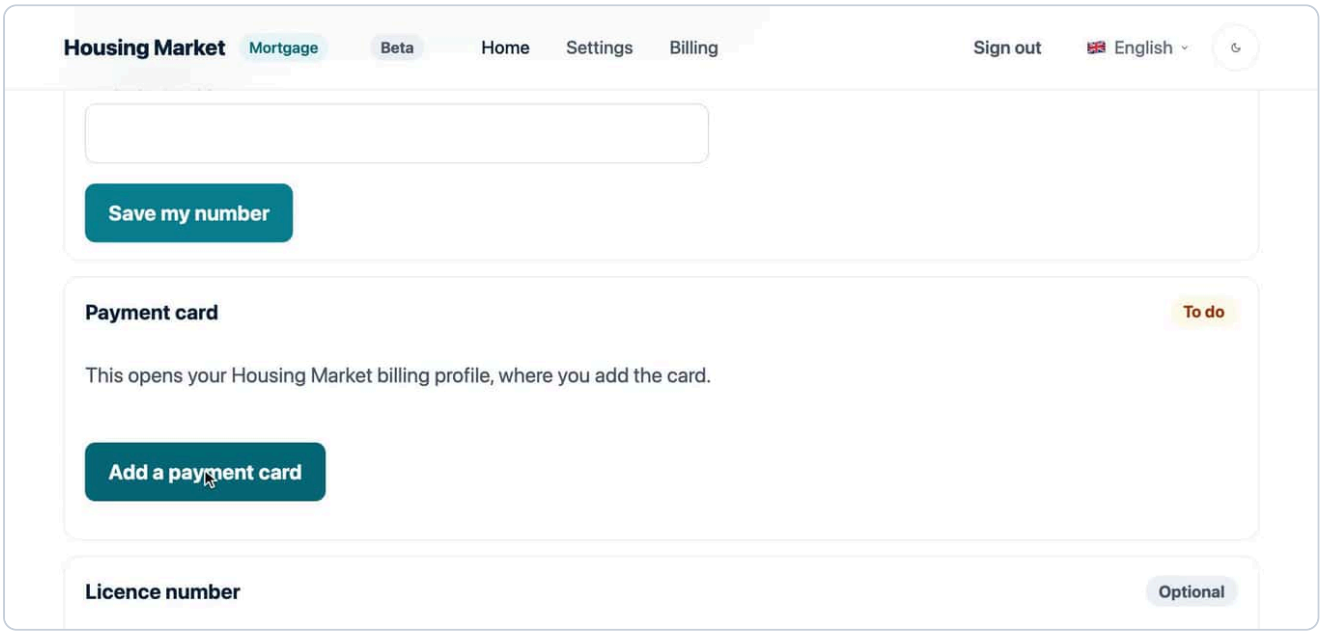


Figure 10.3 · Screen recorded 5 November 2026

RELATED HELP CENTER ARTICLES

How does a mortgage broker choose areas, receive leads and pay for them?	faq.housingmarketgroup.com/faq/how-does-a-mortgage-broker-receive-and-pay-for-leads

PART 3

Your leads

11 Choose your leads and coverage areas

12 Set your coverage areas

13 Choose exclusive or shared leads

14 Set a monthly lead limit

15 Pause and resume receiving leads

11 CHAPTER 11

Choose your leads and coverage areas

Free account | For mortgage brokers | Watch the video

OVERVIEW

You mark the places you cover on a map, choose exclusive leads, shared leads or both, and add a card. Your card is charged for each lead that is delivered to you. Charging is currently updating.

- Create a broker account on housingmarketmortgage.com and confirm your email address with the link we send you.
- Pick a country and mark your coverage areas on a map by radius. You can add a monthly limit on leads if you want one.
- Choose exclusive leads, shared leads, or both, and add a card.
- When a buyer asks for a quote on a property in your area and confirms their email, you are charged for the lead and receive it at once, by email and in your dashboard. Charging is currently updating.

An exclusive lead goes to one broker only. A shared lead goes to up to three brokers, at a lower price. A lead is routed only to brokers whose coverage areas include the property, and you pay only for a lead that is delivered to you.

Your card is charged for each lead. There are no top-ups and no prepaid balance. Some parts of the broker dashboard are currently updating. Charging is currently updating.

From the Help Center: **How does a mortgage broker choose areas, receive leads and pay for them?**

STEP BY STEP

1 Open **Settings** to choose which buyer enquiries you receive.

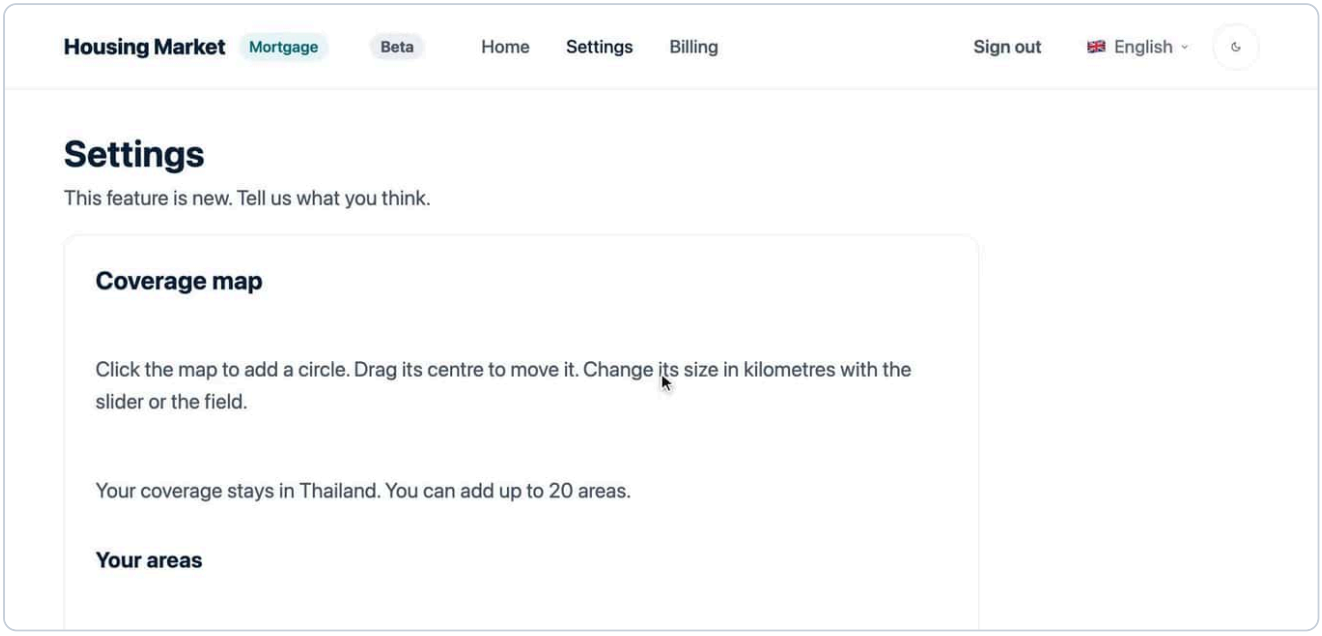


Figure 11.1 · Screen recorded 5 November 2026

2 Your **coverage** is a set of areas: a centre and a size in kilometres.

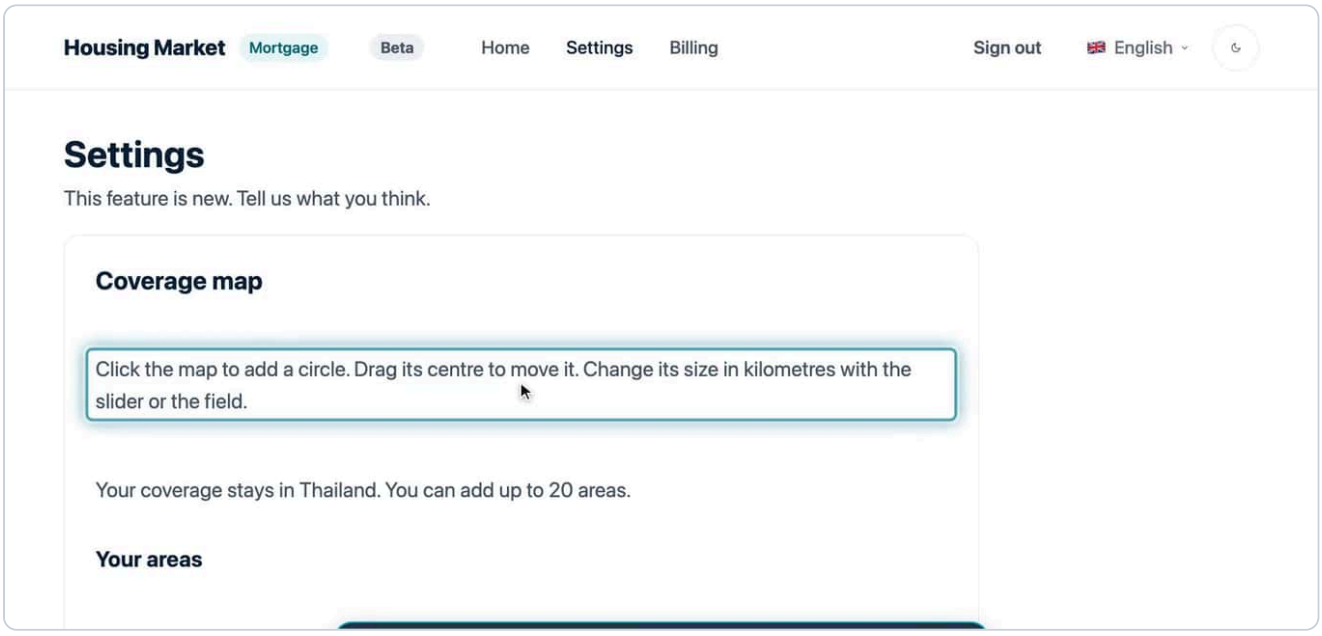


Figure 11.2 · Screen recorded 5 November 2026

3 Your coverage **stays in your country**. You can add **up to 20 areas**.

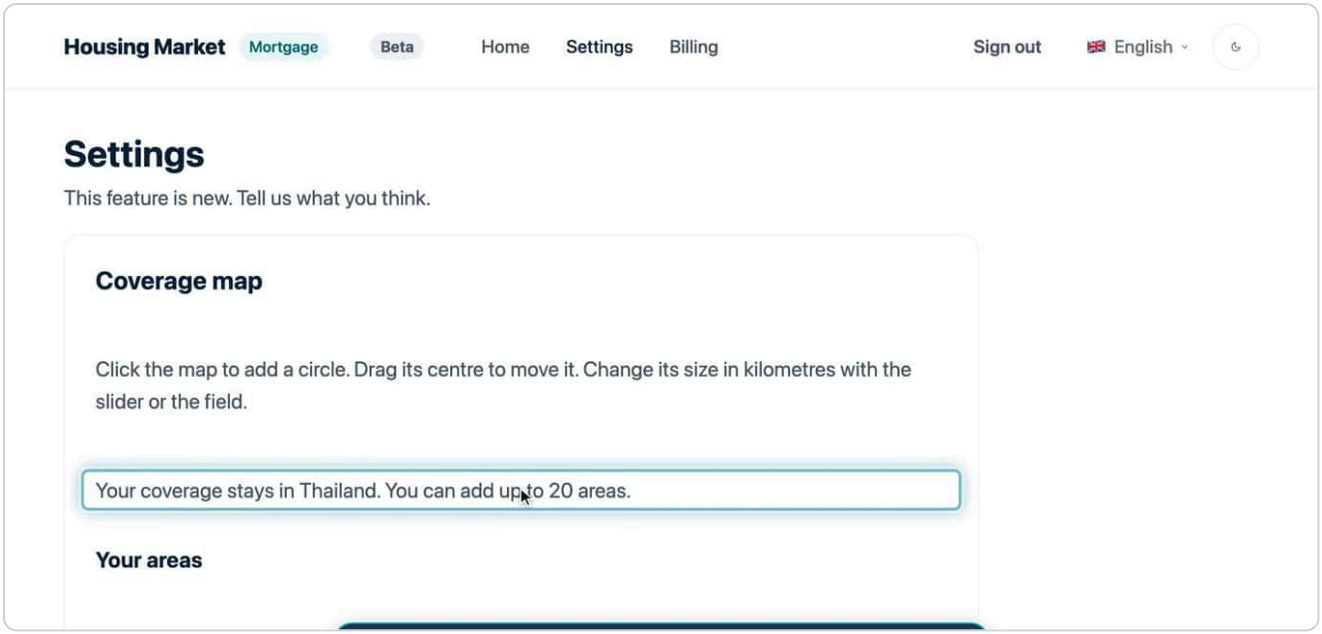


Figure 11.3 · Screen recorded 5 November 2026

4 Or write your areas **one per line**: latitude, longitude and radius in km.

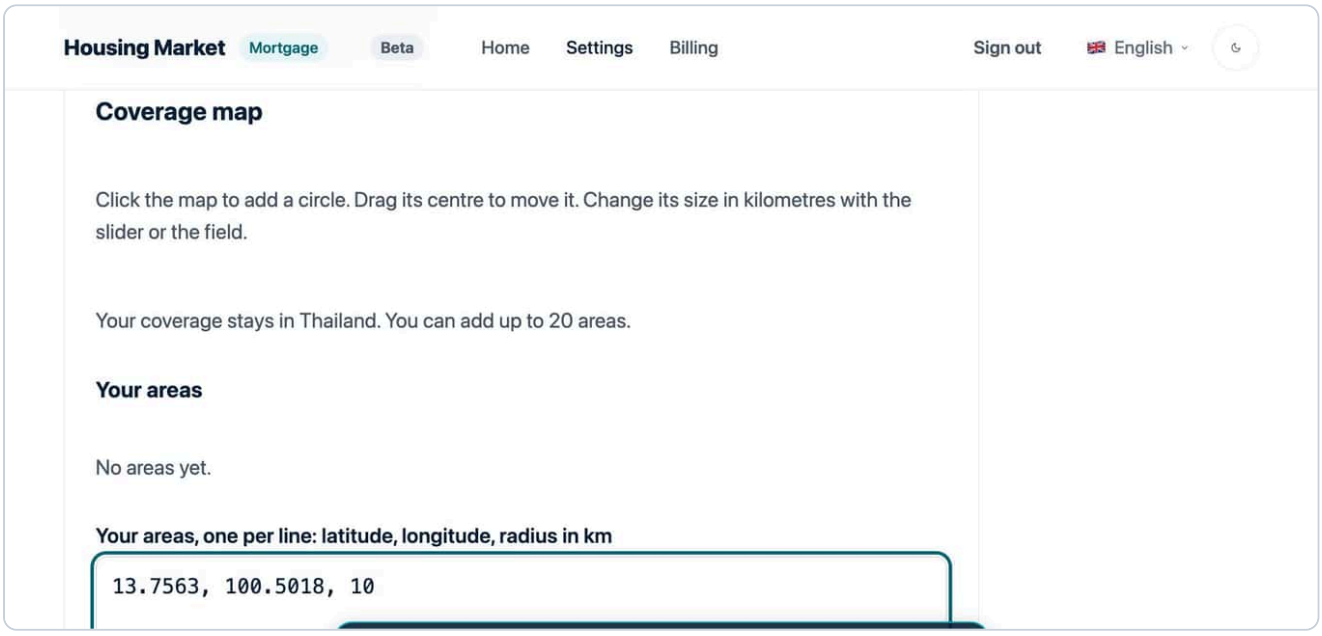


Figure 11.4 · Screen recorded 5 November 2026

5 Choose **which leads you want**.

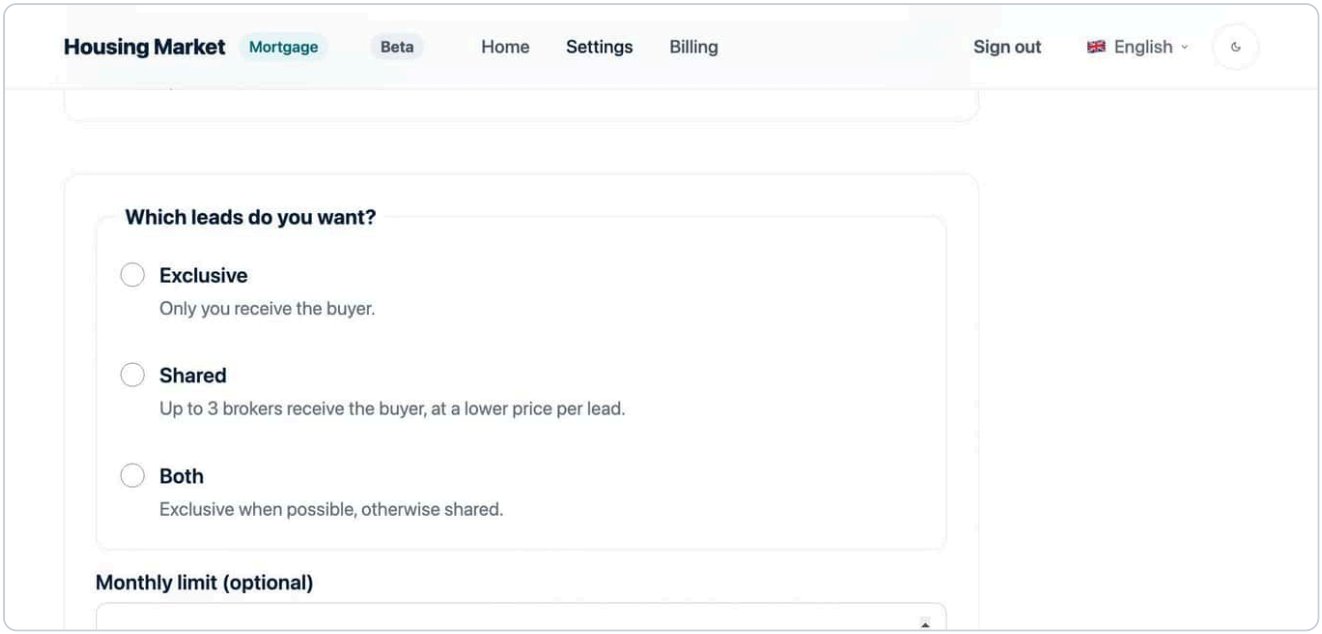


Figure 11.5 · Screen recorded 5 November 2026

6 **Exclusive**: only you receive the buyer.

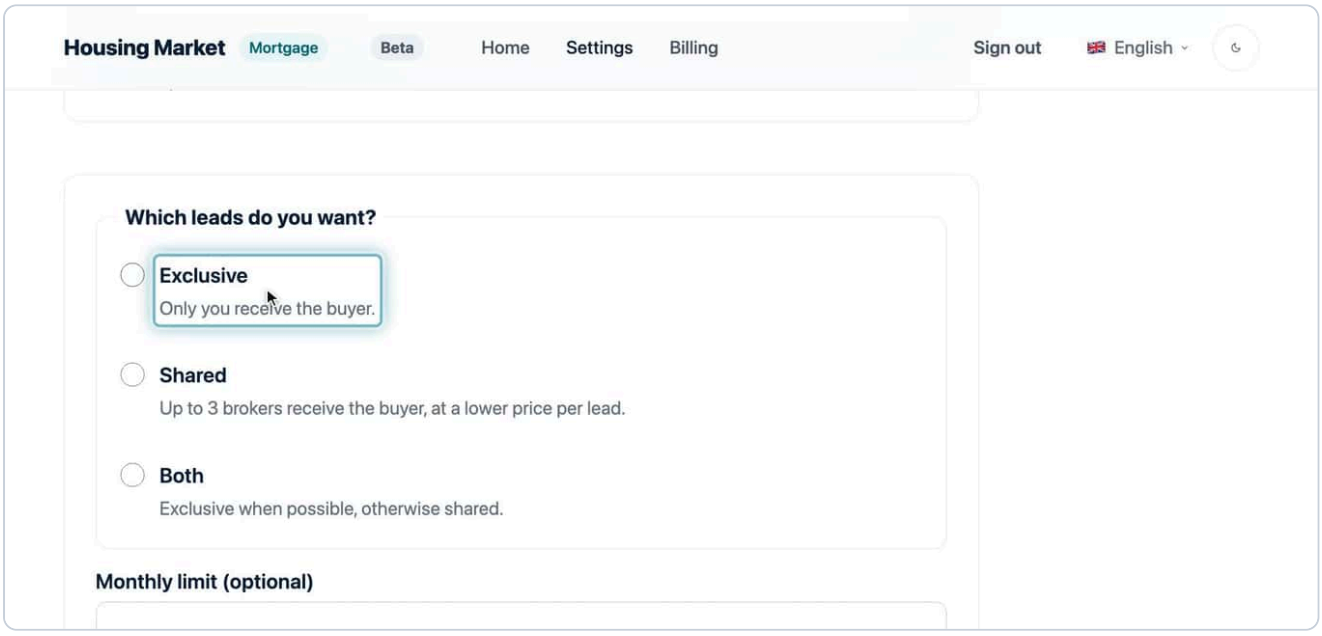


Figure 11.6 · Screen recorded 5 November 2026

7 **Shared**: up to three brokers receive the buyer.

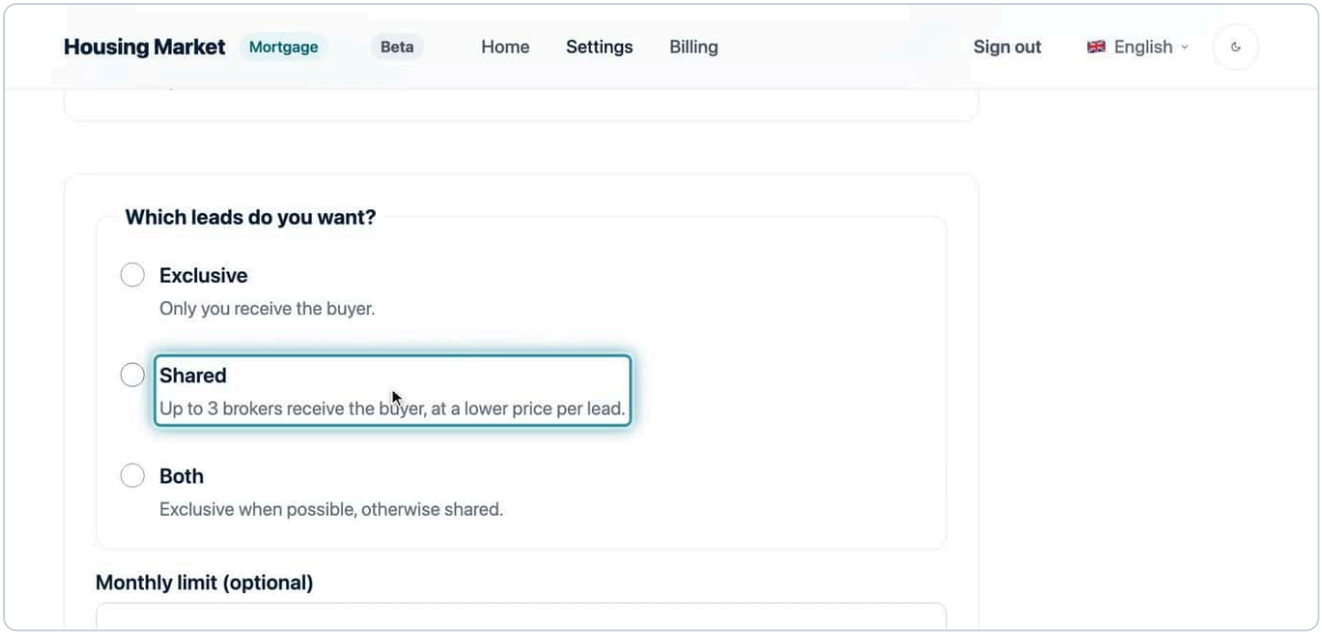


Figure 11.7 · Screen recorded 5 November 2026

8 **Both**: exclusive when possible, otherwise shared.

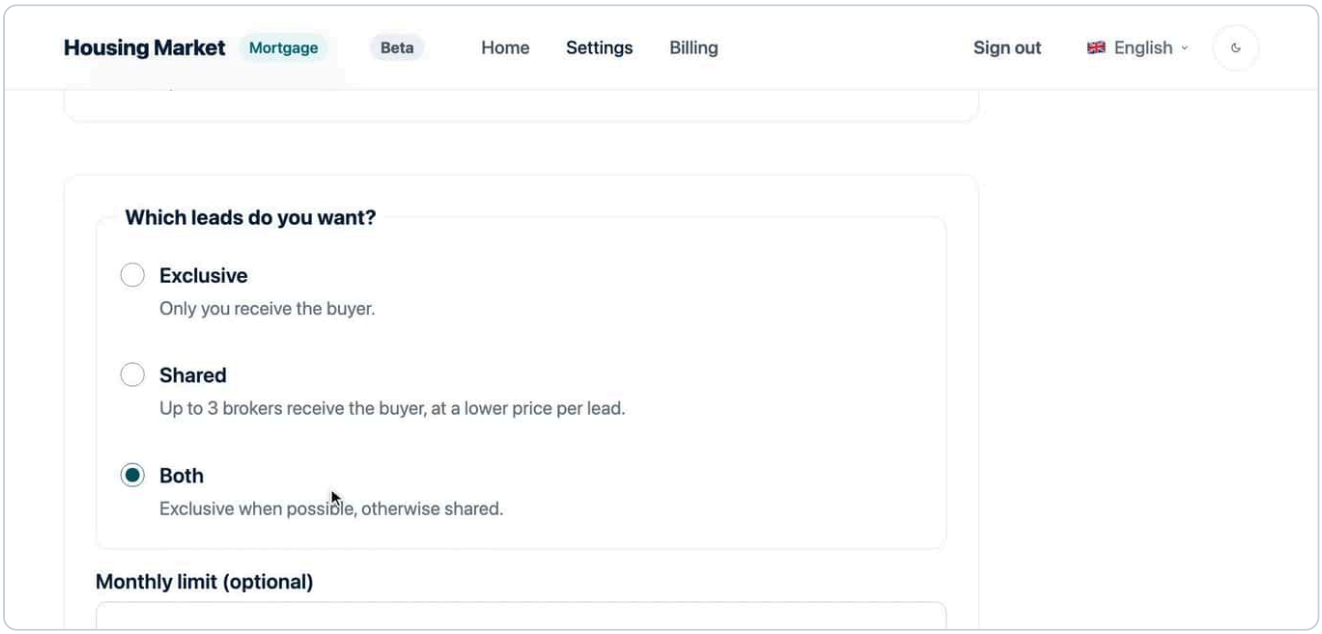


Figure 11.8 · Screen recorded 5 November 2026

9 Set an optional **monthly limit**. Leave it empty for no limit of your own.

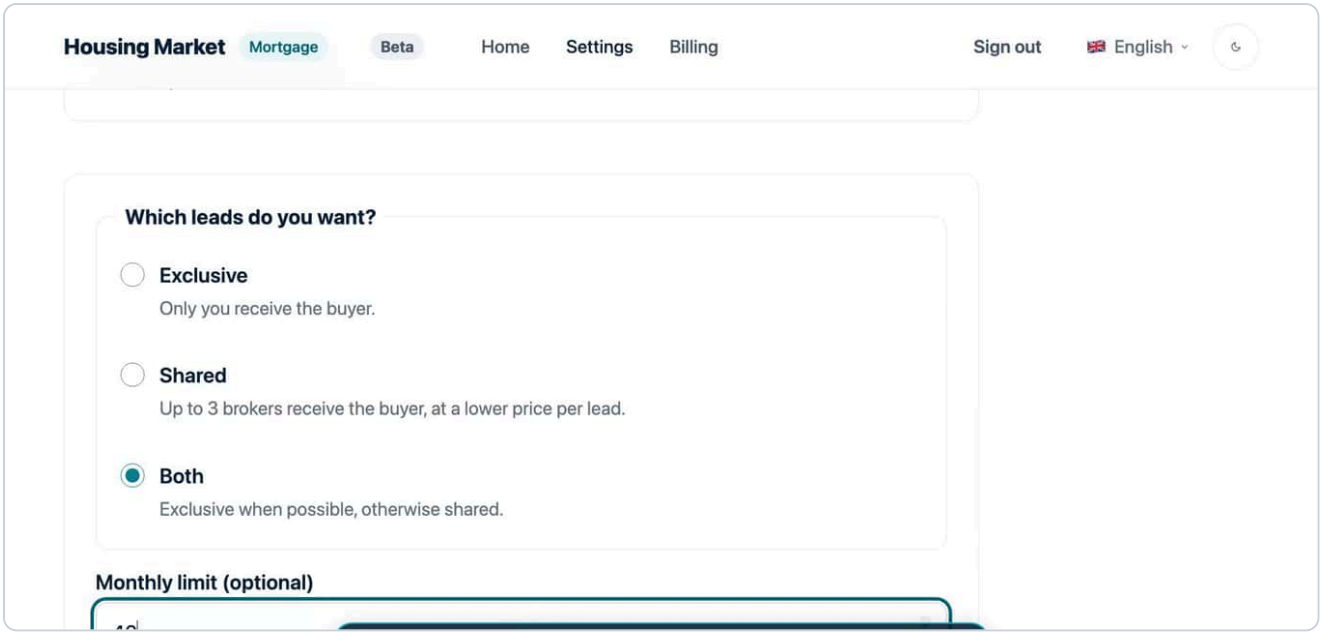


Figure 11.9 · Screen recorded 5 November 2026

10 **Pause** receiving leads at any time. Your areas **stay saved**.

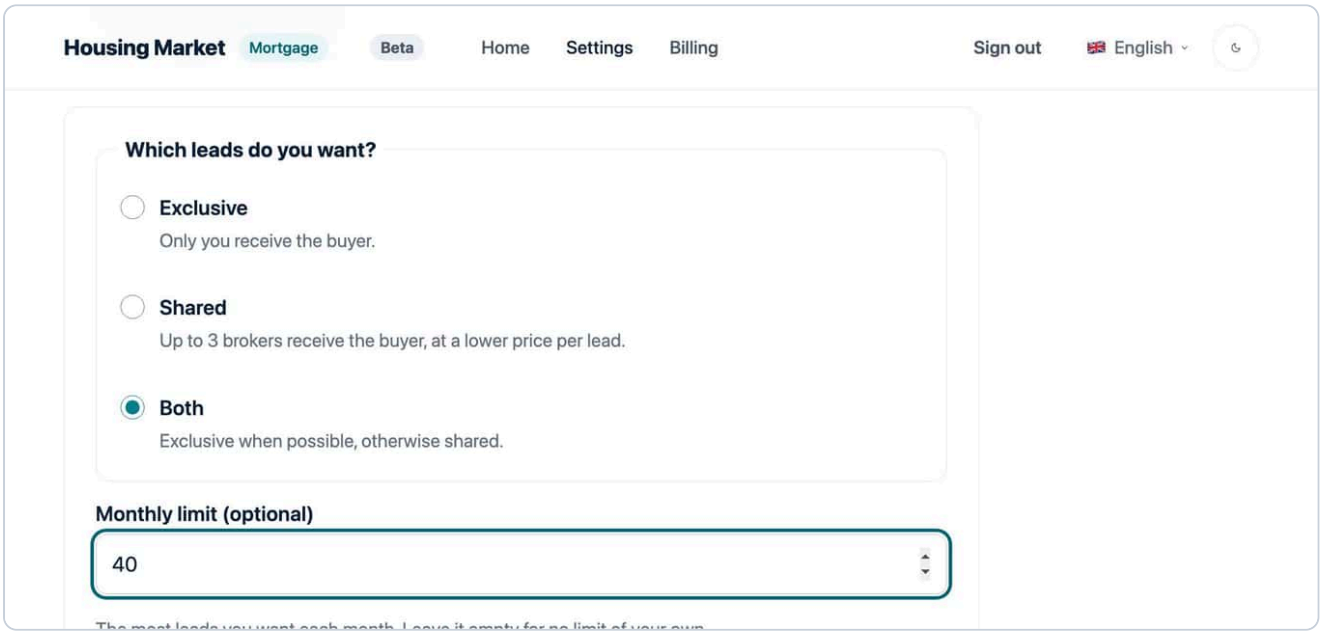


Figure 11.10 · Screen recorded 5 November 2026

11 A **licence number** is optional. It never changes whether you can receive leads.

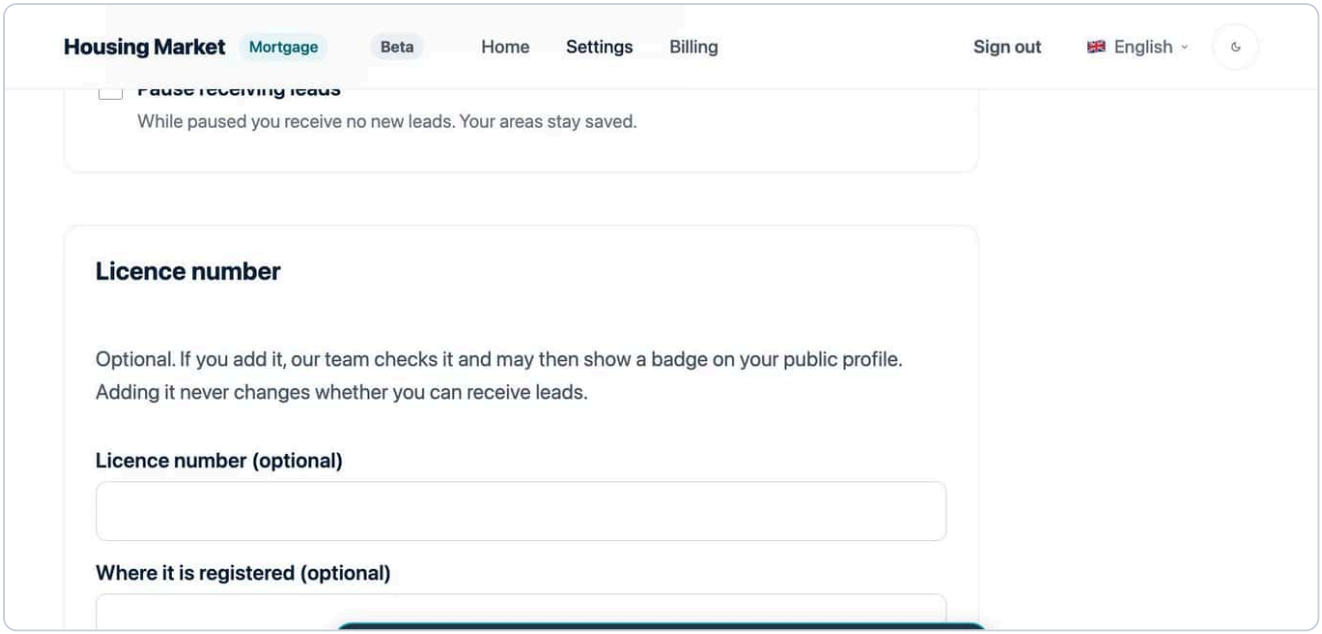


Figure 11.11 · Screen recorded 5 November 2026

12 Select **Save**.

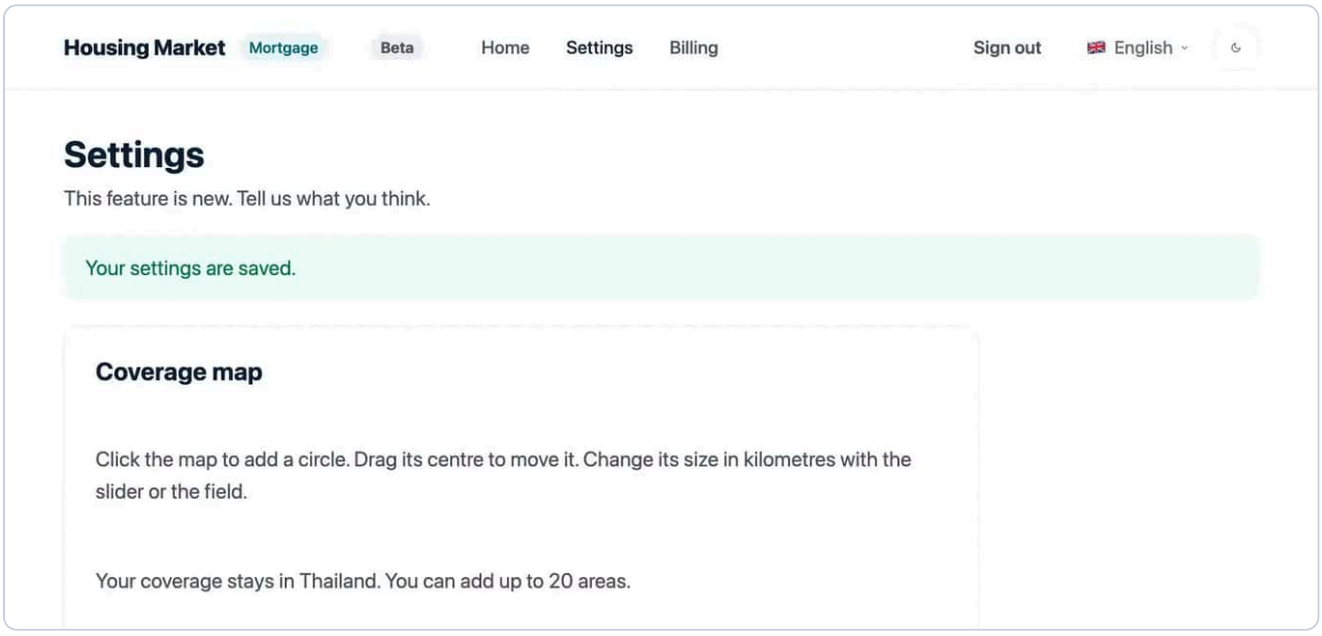


Figure 11.12 · Screen recorded 5 November 2026

13 The page confirms: **your settings are saved**.

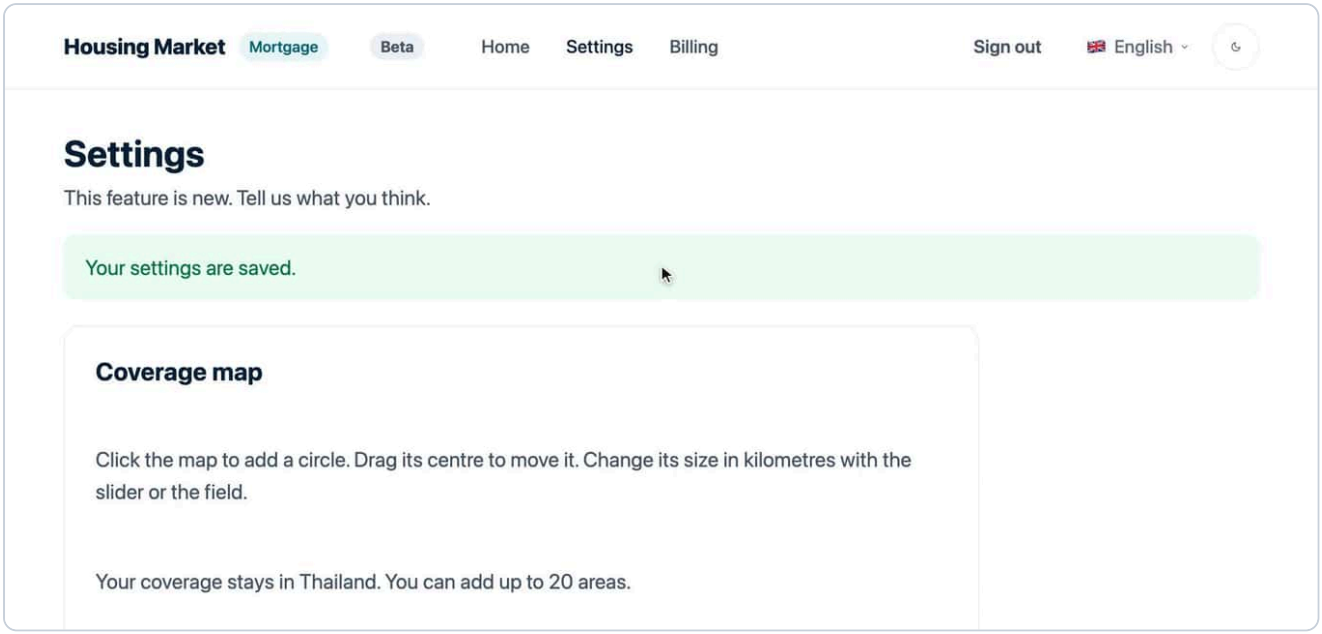


Figure 11.13 · Screen recorded 5 November 2026

RELATED HELP CENTER ARTICLES

How do I report a bad lead on Housing Market Mortgage?	faq.housingmarketgroup.com/faq/how-do-i-report-a-bad-mortgage-lead

12 CHAPTER 12

Set your coverage areas

Free account | For mortgage brokers | Watch the video

STEP BY STEP

1 Open **Settings**. **Coverage map** decides where you receive enquiries from.

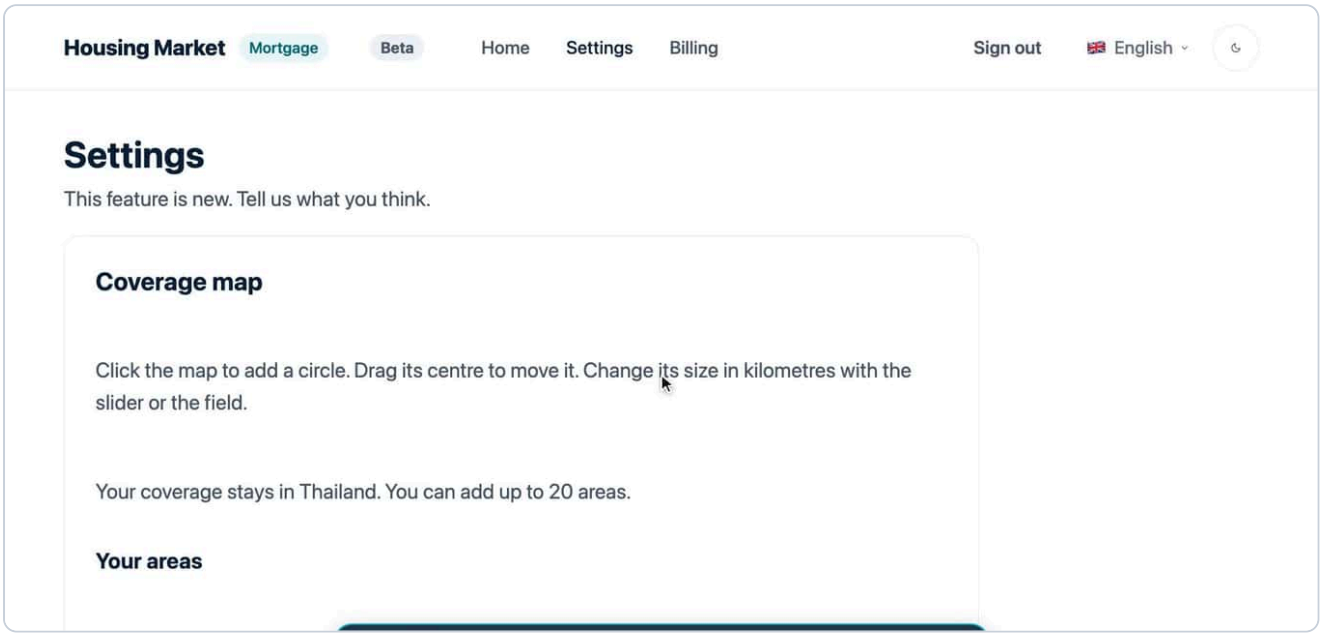


Figure 12.1 · Screen recorded 5 November 2026

2 Each area is a **centre** and a **size in kilometres**.

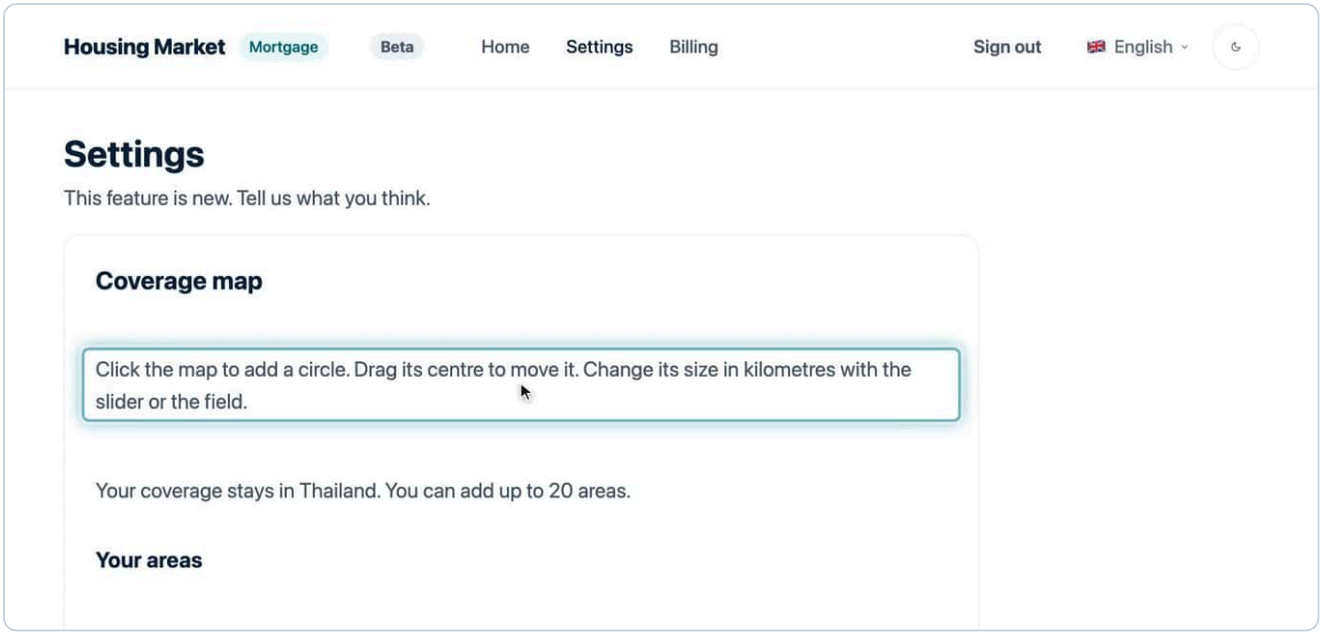


Figure 12.2 · Screen recorded 5 November 2026

3 Your coverage **stays in your country**. You can add **up to 20 areas**.

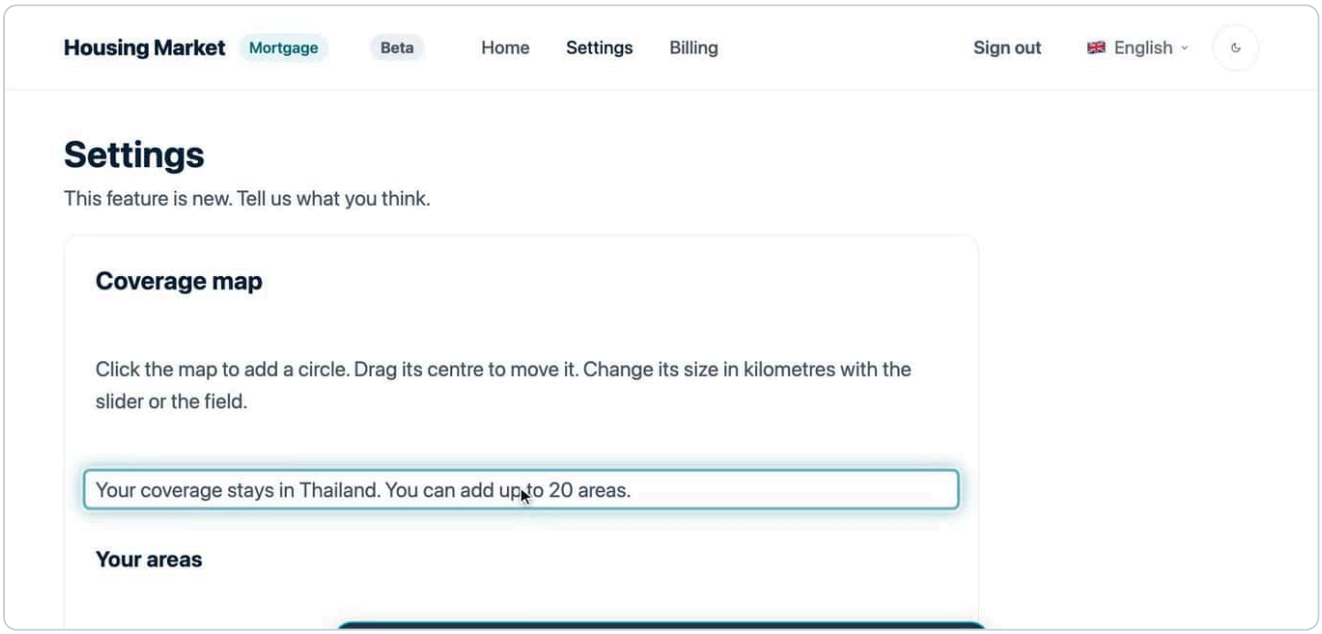


Figure 12.3 · Screen recorded 5 November 2026

4 Or write your areas **one per line**: latitude, longitude and radius in km.

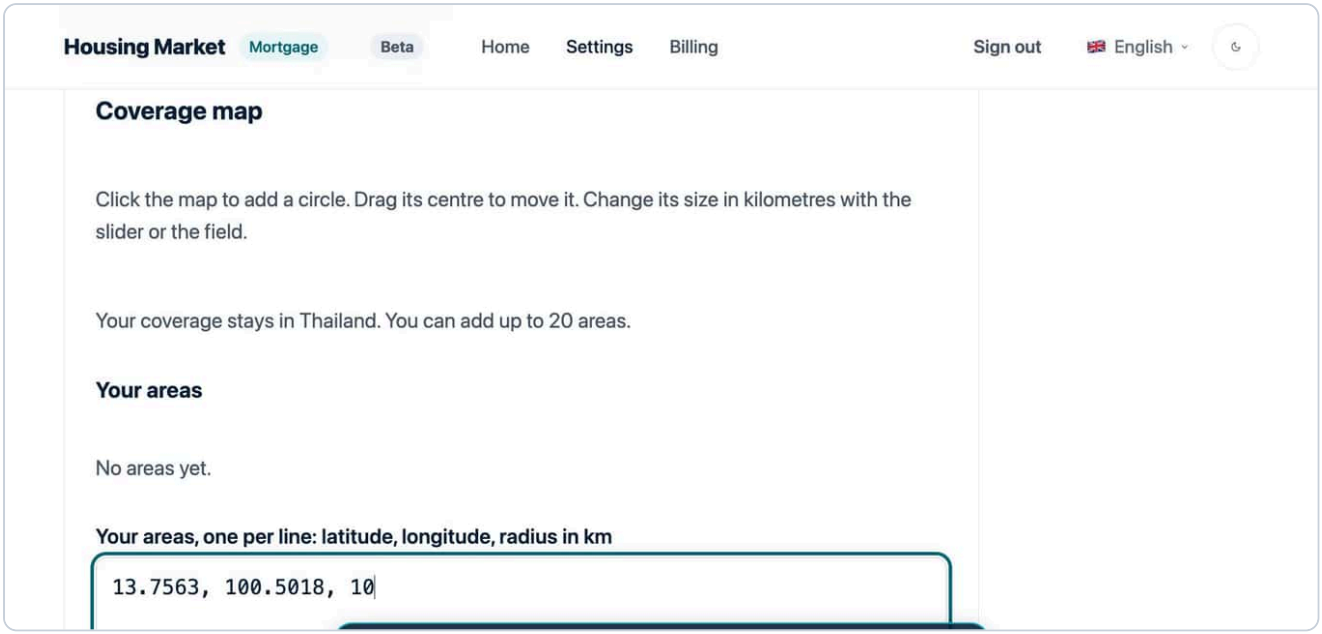


Figure 12.4 · Screen recorded 5 November 2026

5 Select **Save**.

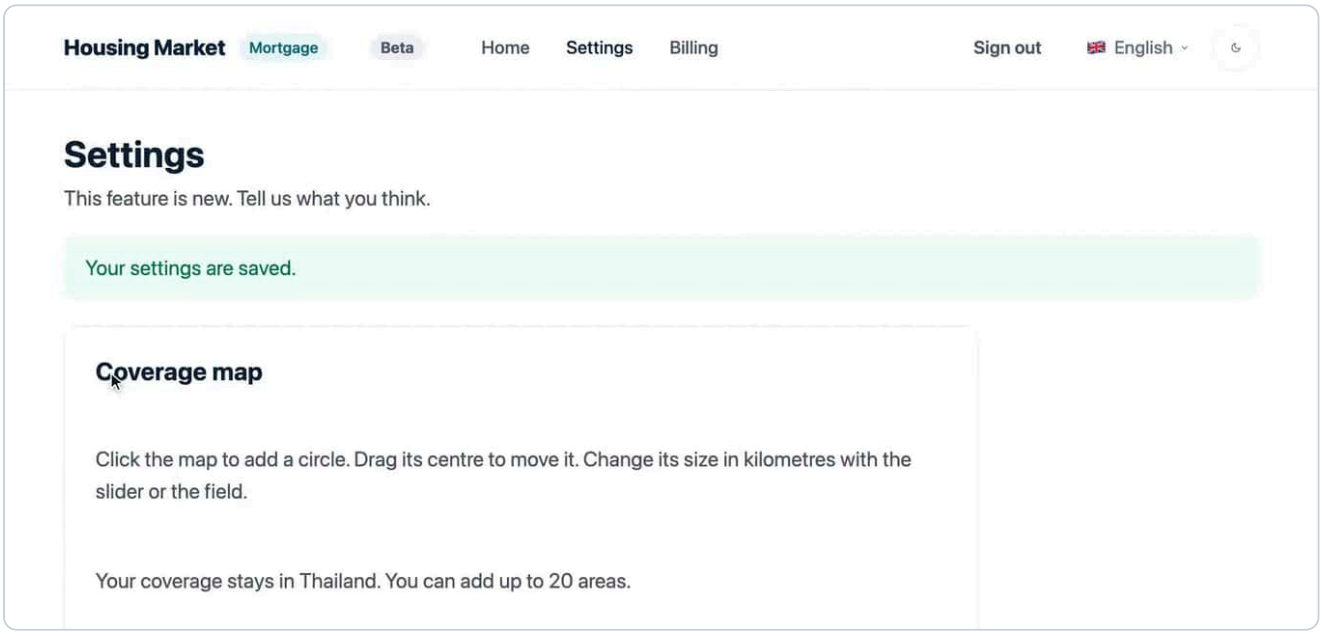


Figure 12.5 · Screen recorded 5 November 2026

6 The page confirms: **your settings are saved**.

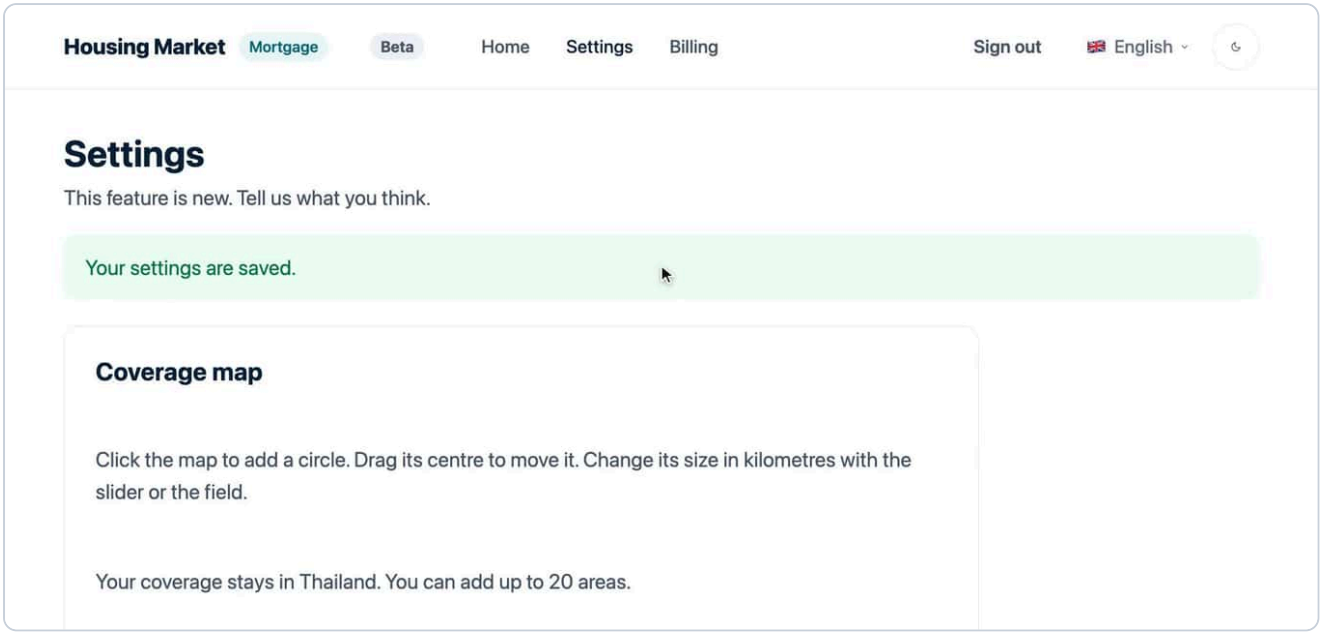


Figure 12.6 · Screen recorded 5 November 2026

RELATED HELP CENTER ARTICLES

How does a mortgage broker choose areas, receive leads and pay for them?	faq.housingmarketgroup.com/faq/how-does-a-mortgage-broker-receive-and-pay-for-leads

13 CHAPTER 13

Choose exclusive or shared leads

Free account | For mortgage brokers | Watch the video

STEP BY STEP

1 In **Settings**, choose **which leads you want**.

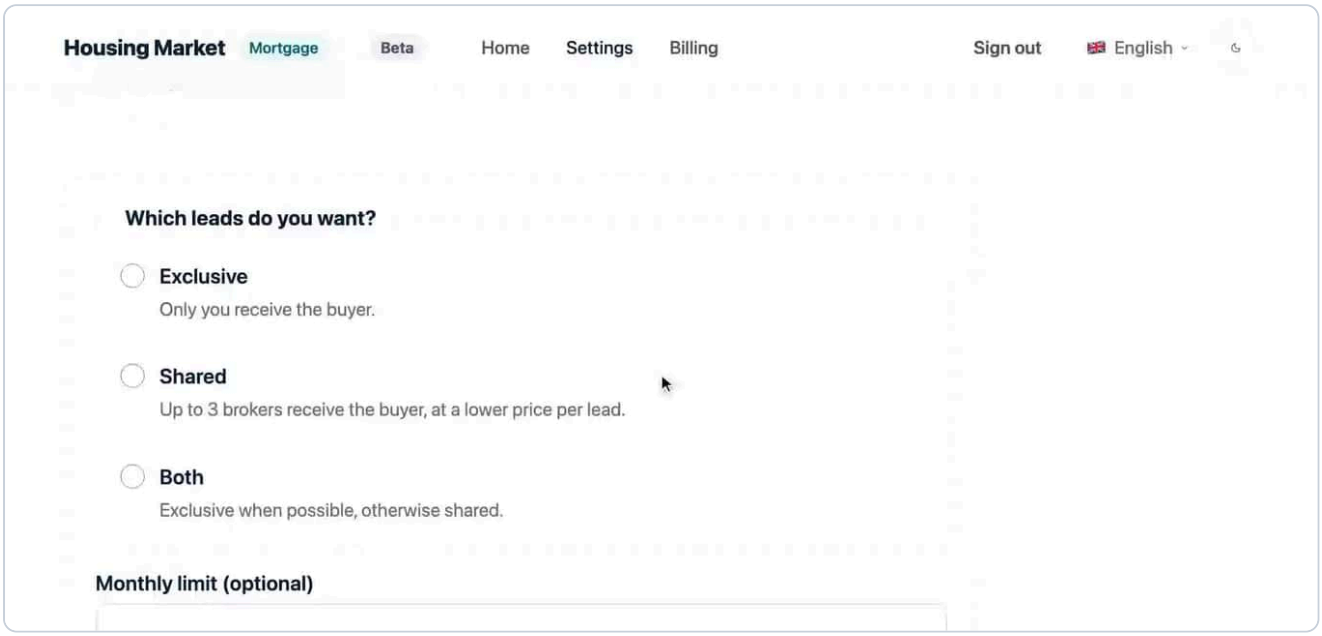


Figure 13.1 · Screen recorded 5 November 2026

2 **Exclusive**: only you receive the buyer.

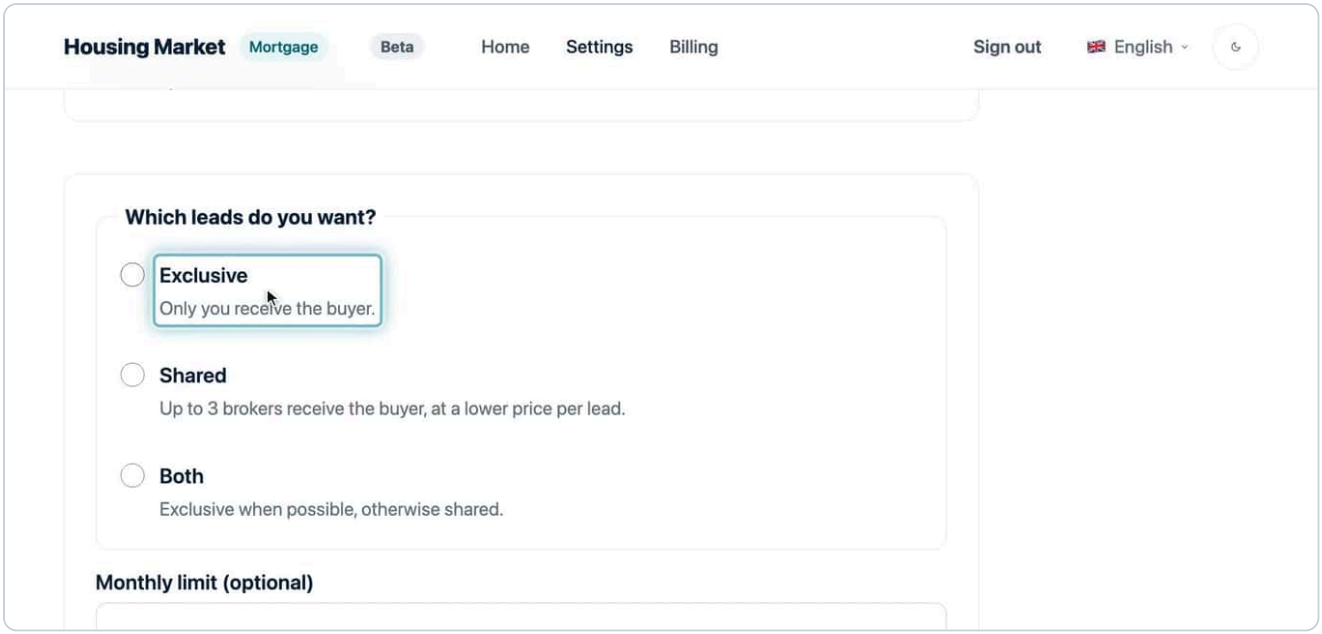


Figure 13.2 · Screen recorded 5 November 2026

3 **Shared**: up to three brokers receive the buyer.

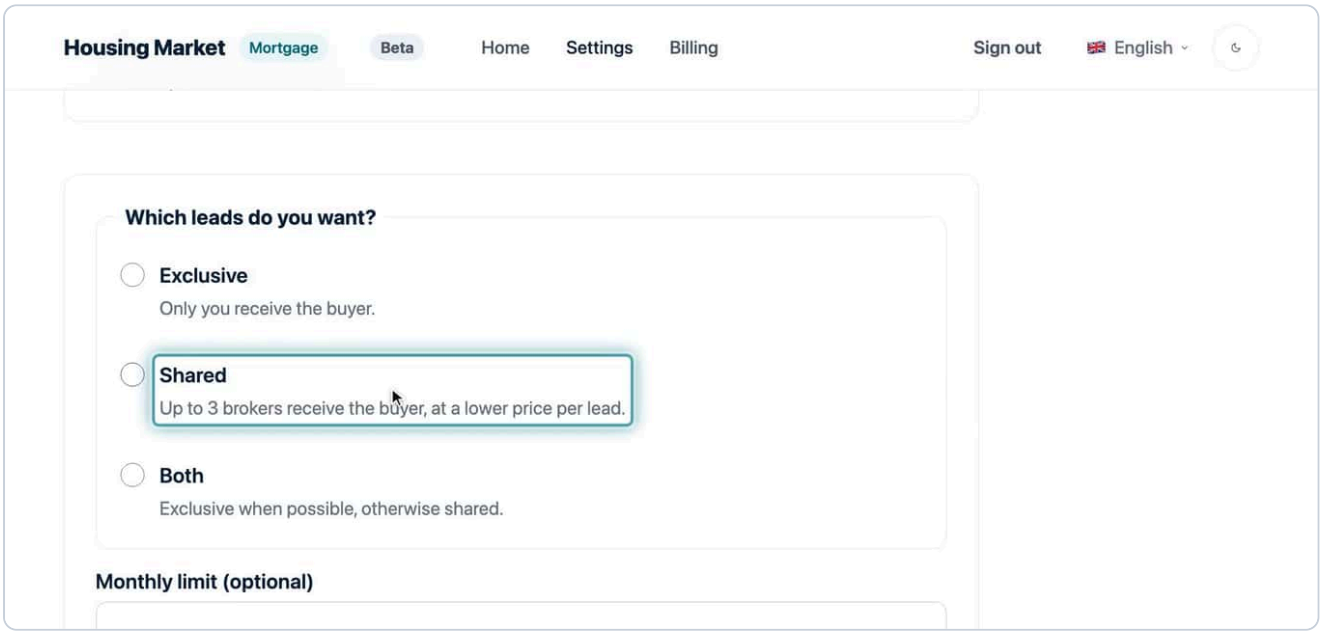


Figure 13.3 · Screen recorded 5 November 2026

4 **Both**: exclusive when possible, otherwise shared.

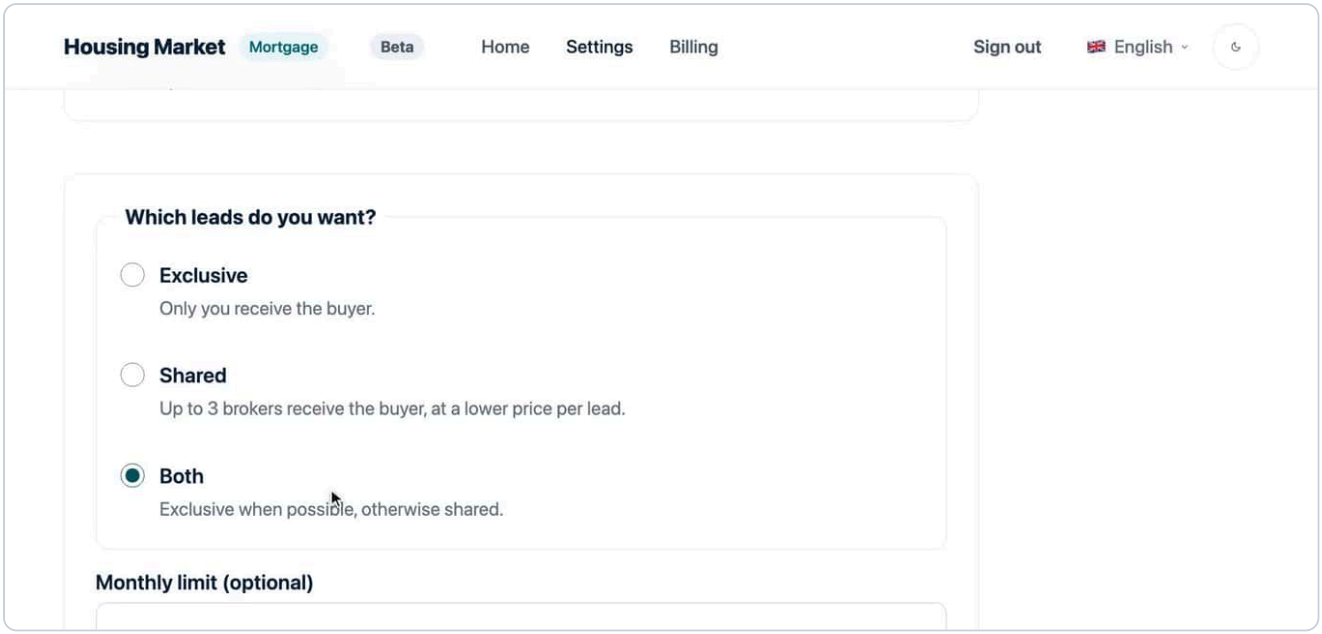


Figure 13.4 · Screen recorded 5 November 2026

5 Set an optional **monthly limit**.

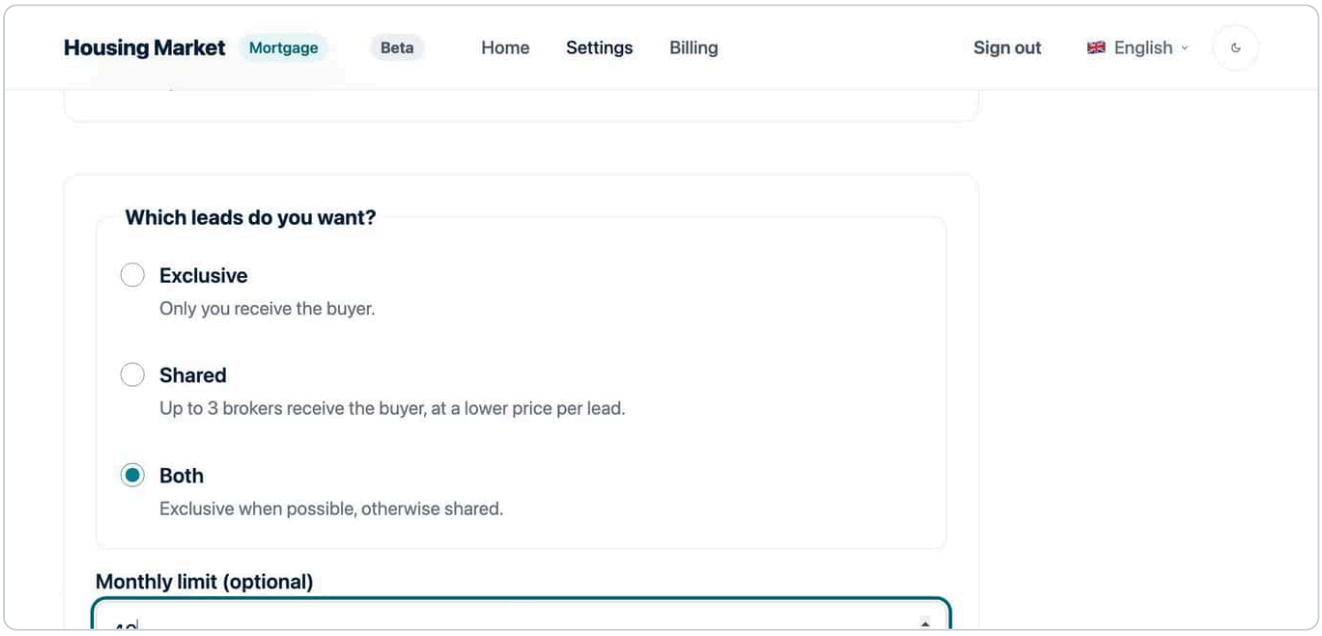


Figure 13.5 · Screen recorded 5 November 2026

6 Leave it empty for **no limit of your own**.

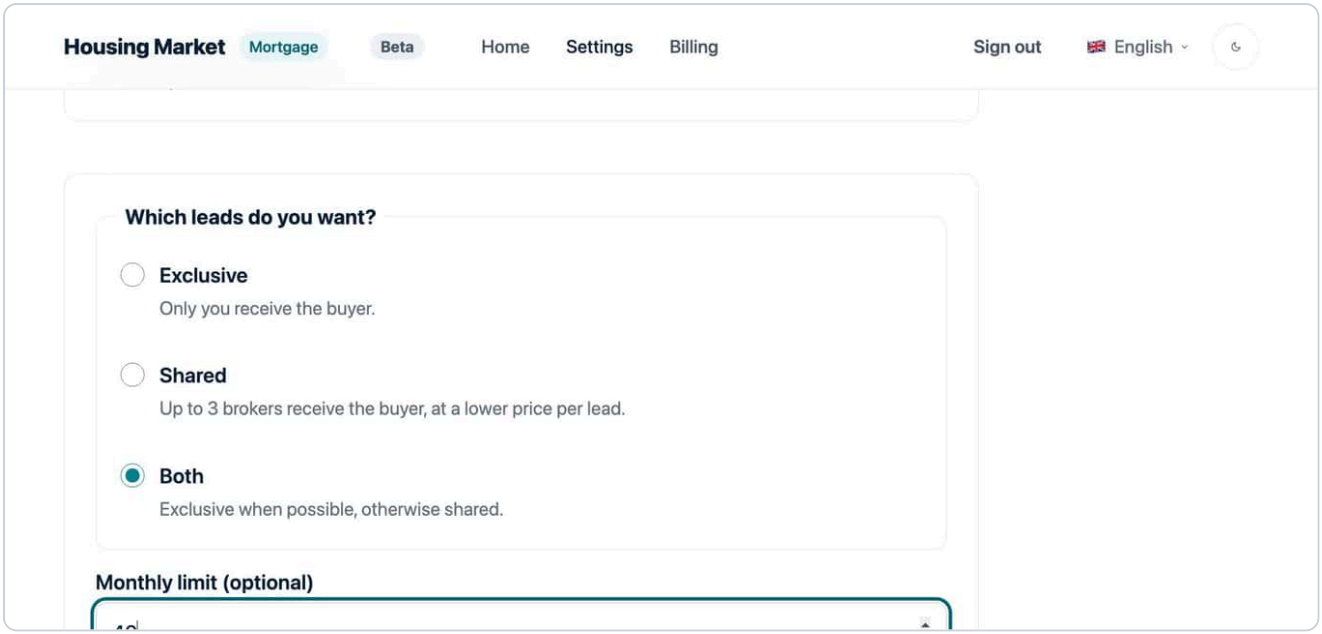


Figure 13.6 · Screen recorded 5 November 2026

7 **Pause** receiving leads at any time your areas **stay saved**.

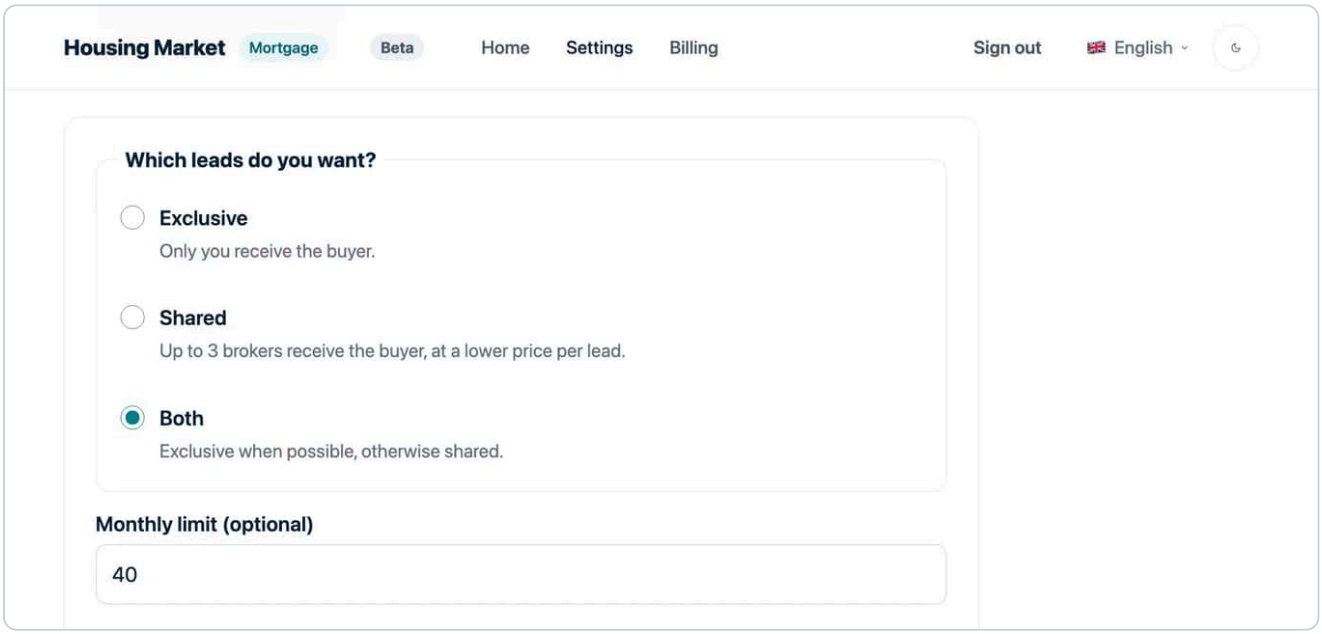


Figure 13.7 · Screen recorded 5 November 2026

8 Select **Save**.

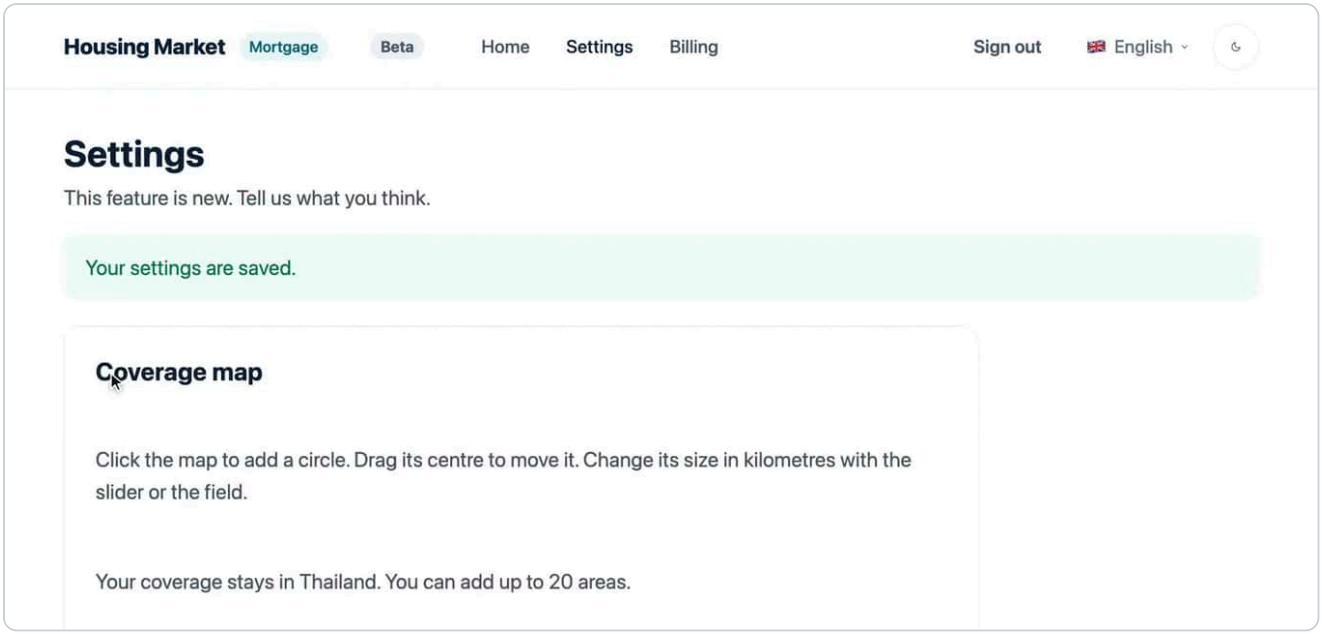


Figure 13.8 · Screen recorded 5 November 2026

9 The page confirms: **your settings are saved**.

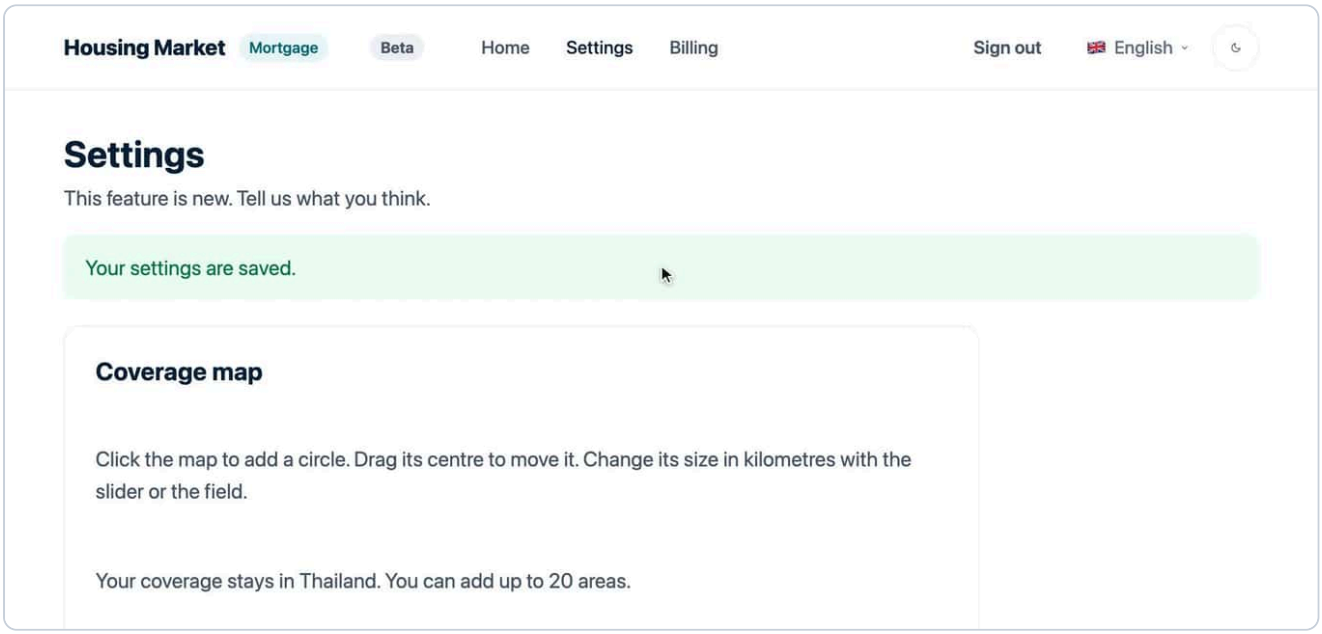


Figure 13.9 · Screen recorded 5 November 2026

RELATED HELP CENTER ARTICLES

How does a mortgage broker choose areas, receive leads and pay for them?	faq.housingmarketgroup.com/faq/how-does-a-mortgage-broker-receive-and-pay-for-leads
How do I report a bad lead on Housing Market Mortgage?	faq.housingmarketgroup.com/faq/how-do-i-report-a-bad-mortgage-lead

14 CHAPTER 14

Set a monthly lead limit

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STEP BY STEP

1 In **Settings**, find the **monthly limit**.

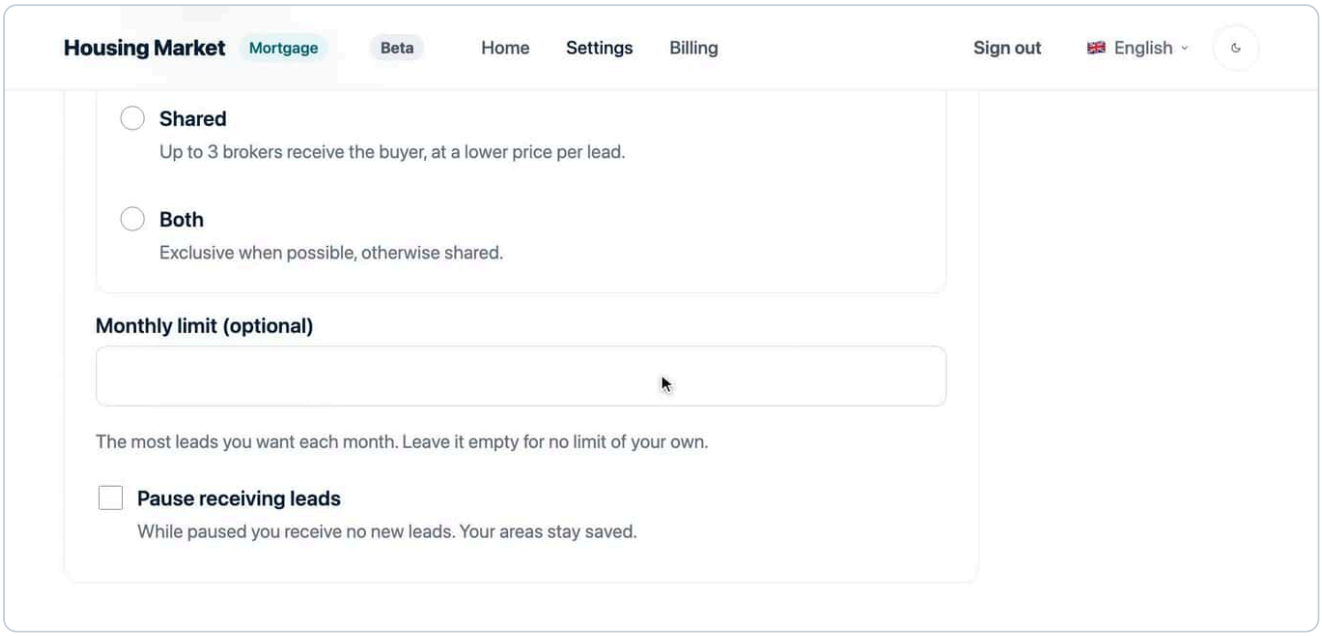


Figure 14.1 · Screen recorded 5 November 2026

2 Enter the **most leads** you want each month.

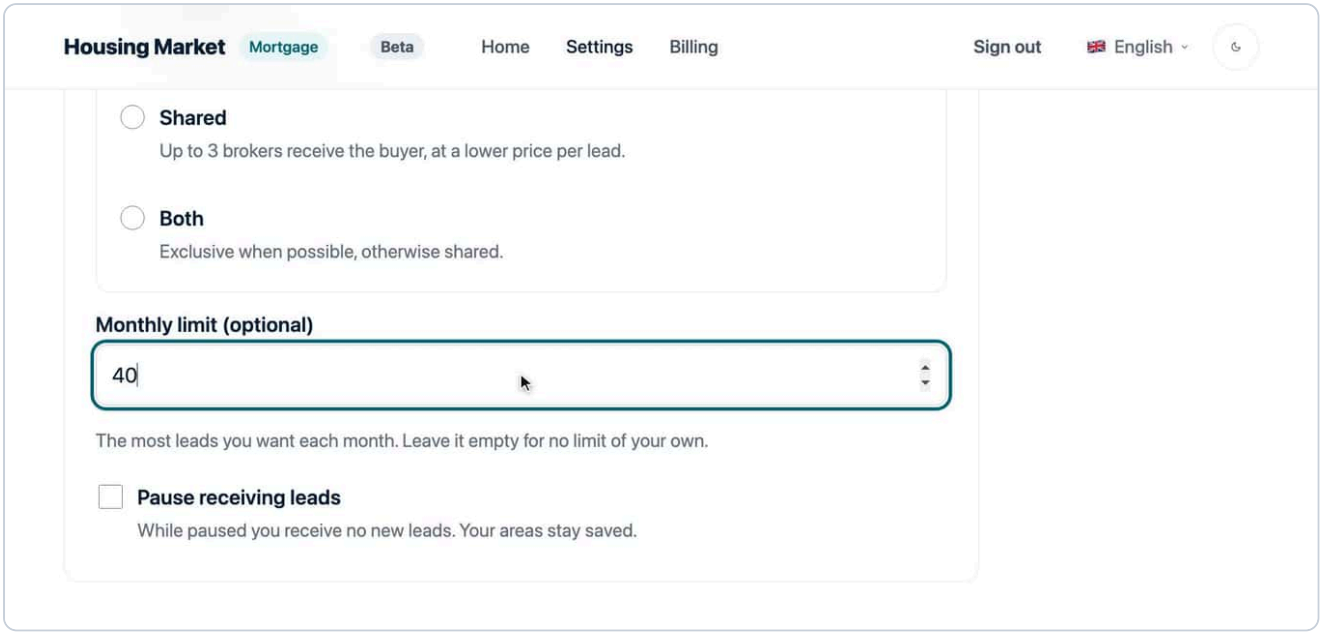


Figure 14.2 · Screen recorded 5 November 2026

3 Leave it **empty** for no limit of your own.

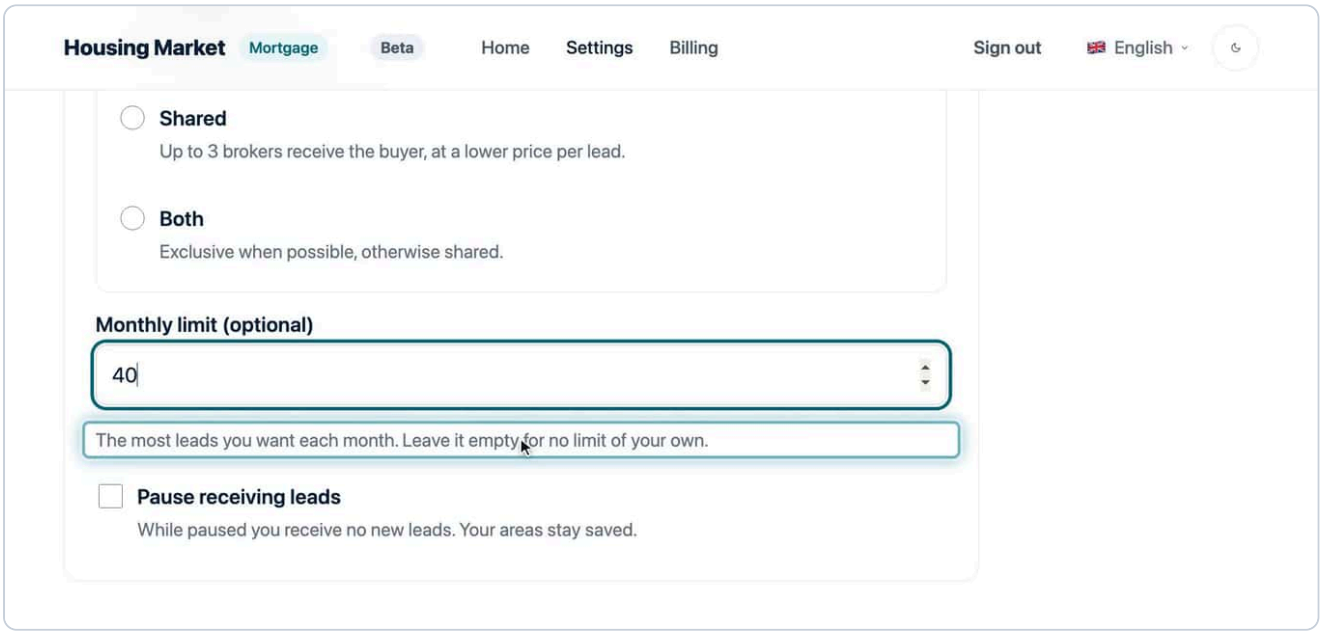


Figure 14.3 · Screen recorded 5 November 2026

4 Select **Save**.

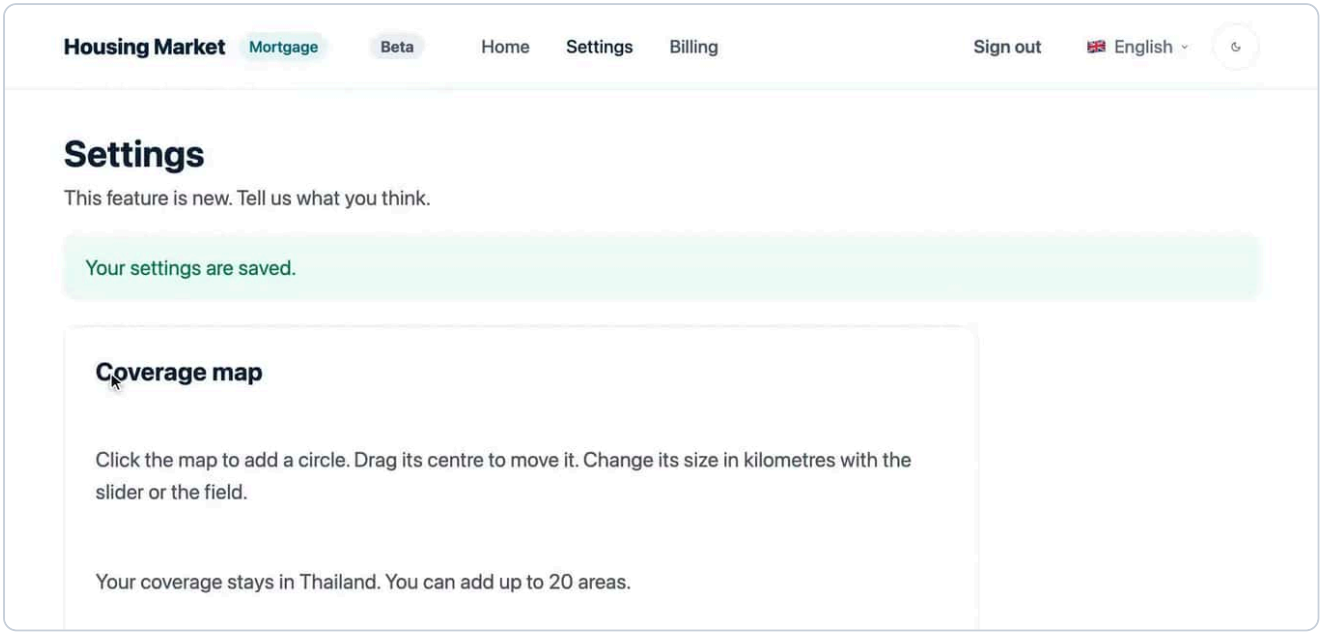


Figure 14.4 · Screen recorded 5 November 2026

5 The page confirms: **your settings are saved**.

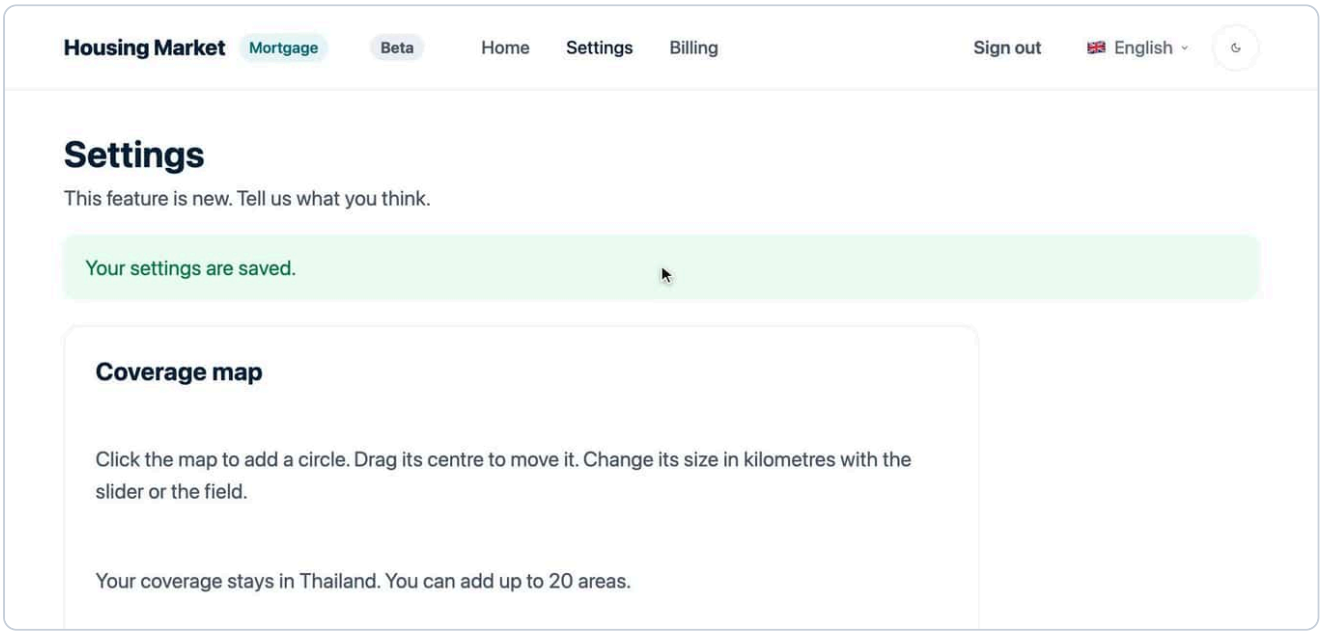


Figure 14.5 · Screen recorded 5 November 2026

RELATED HELP CENTER ARTICLES

How does a mortgage broker choose areas, receive leads and pay for them?	faq.housingmarketgroup.com/faq/how-does-a-mortgage-broker-receive-and-pay-for-leads

15 CHAPTER 15

Pause and resume receiving leads

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STEP BY STEP

1 In **Settings**, find **Pause receiving leads**.

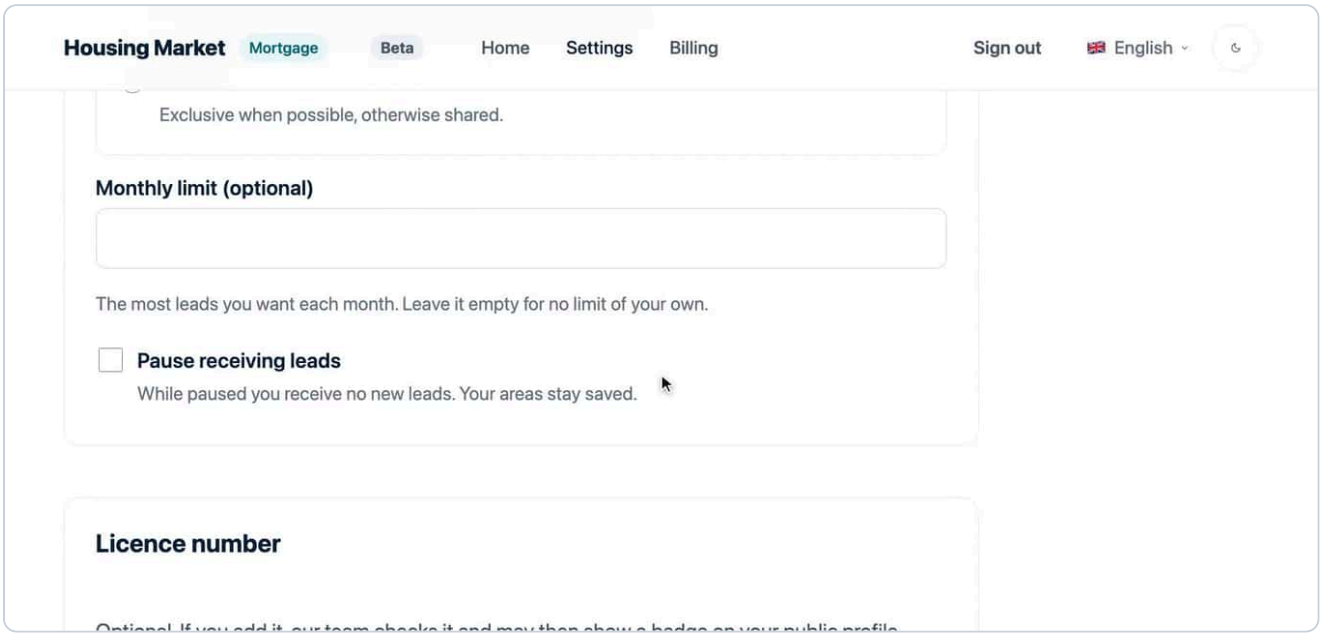


Figure 15.1 · Screen recorded 5 November 2026

2 Tick it to **pause**.

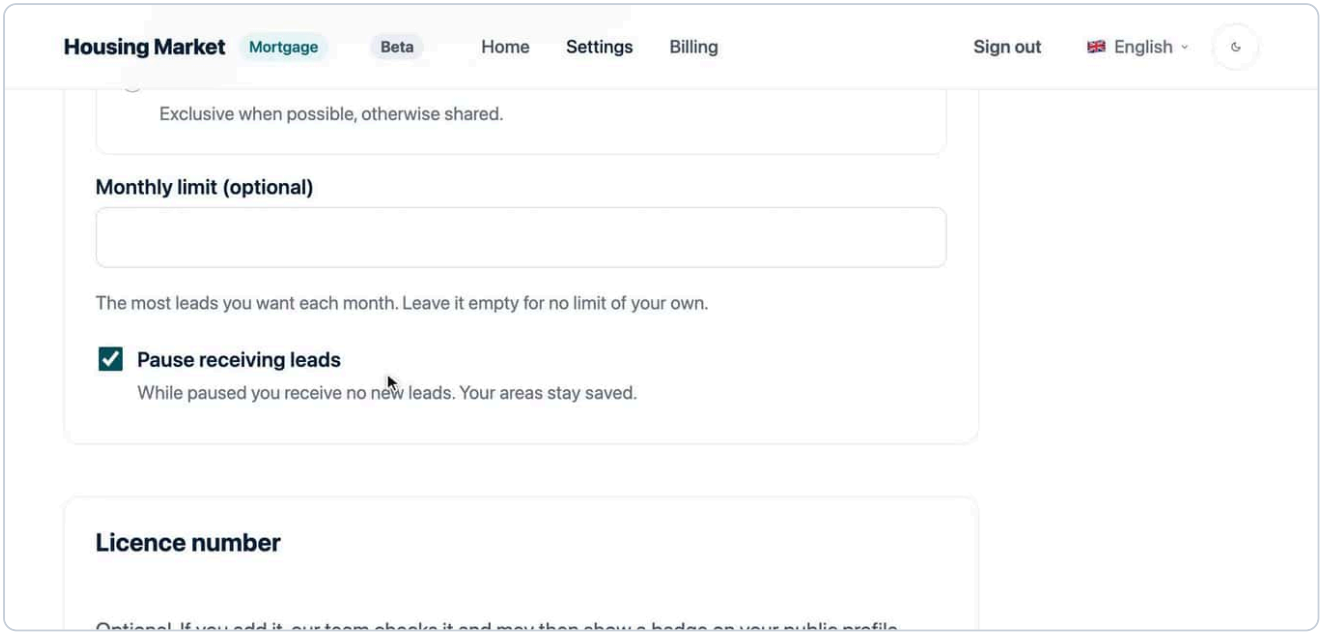


Figure 15.2 · Screen recorded 5 November 2026

3 While paused you receive **no new leads**. Your areas **stay saved**.

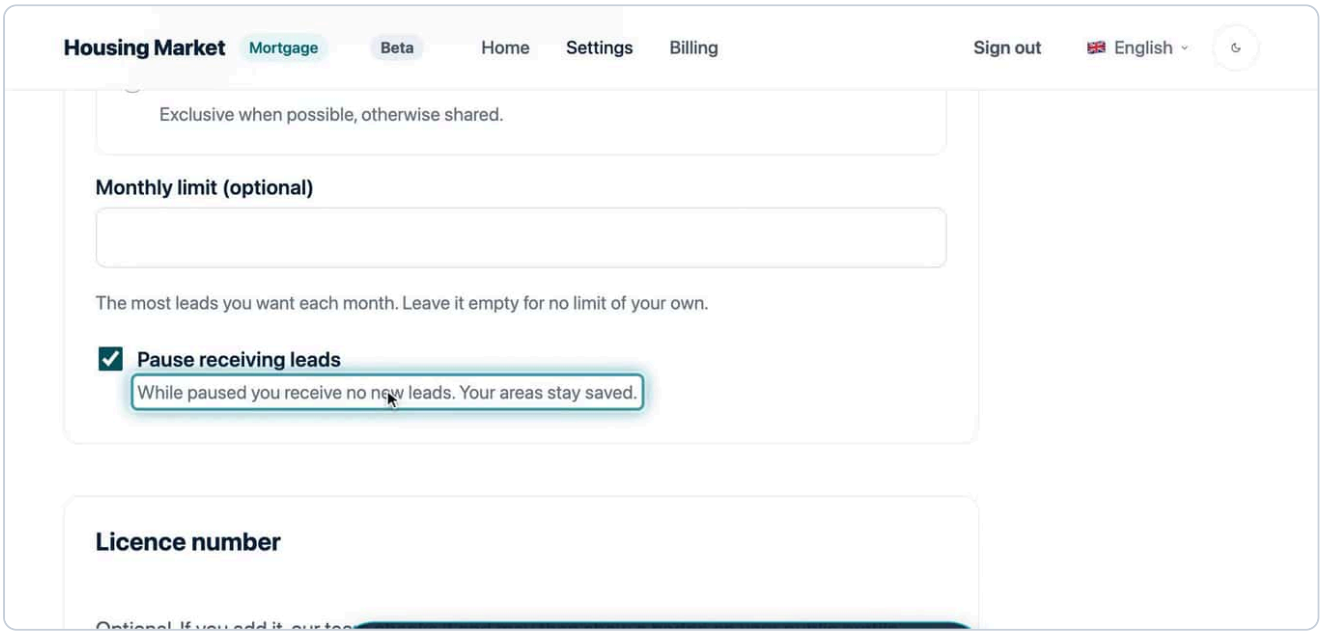


Figure 15.3 · Screen recorded 5 November 2026

4 Select **Save**.

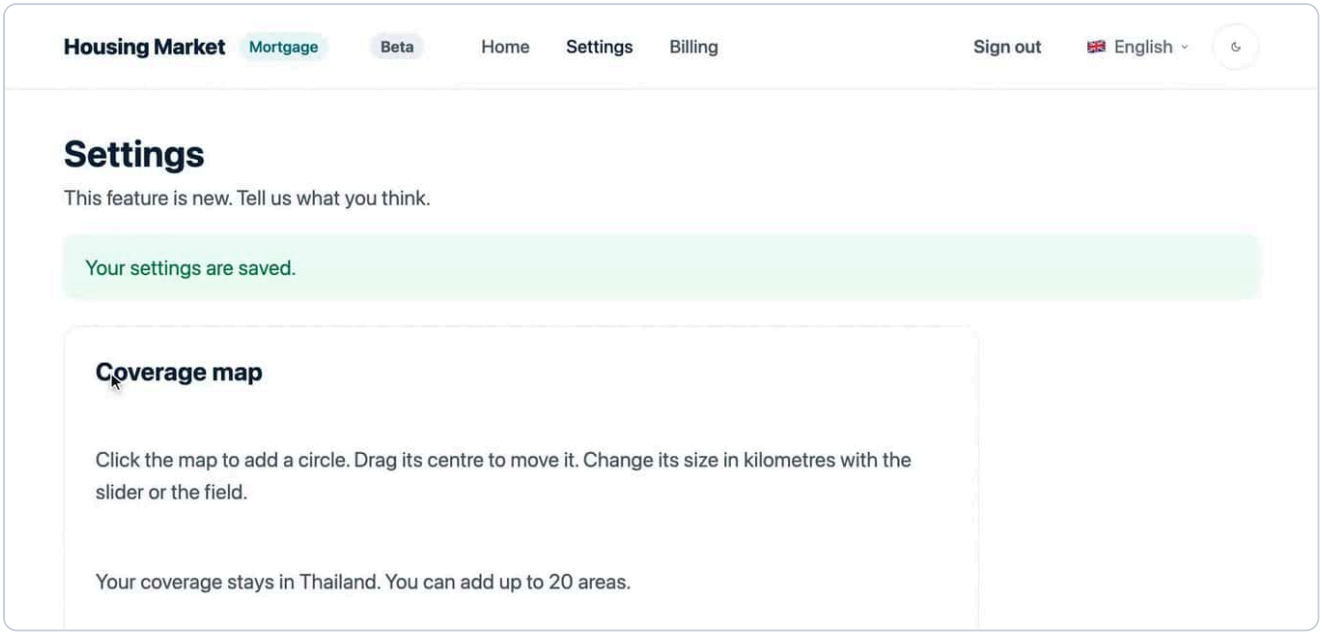


Figure 15.4 · Screen recorded 5 November 2026

5 The page confirms: **your settings are saved**.

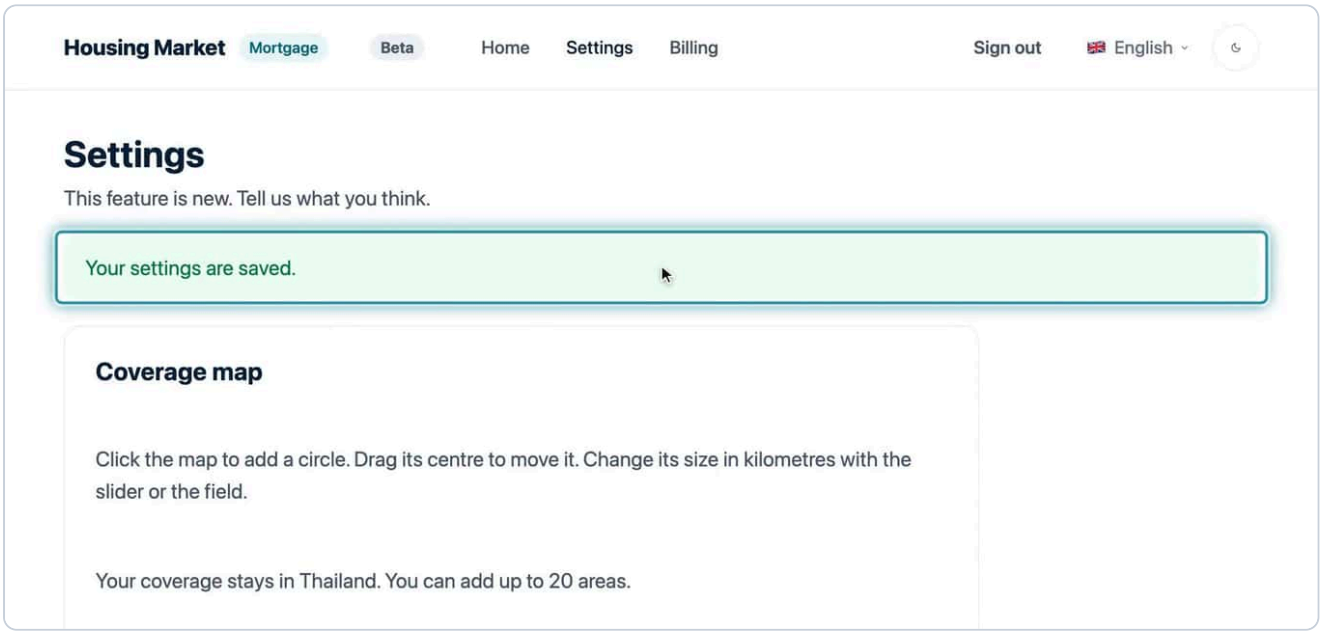


Figure 15.5 · Screen recorded 5 November 2026

6 To **resume**, untick it and save again.

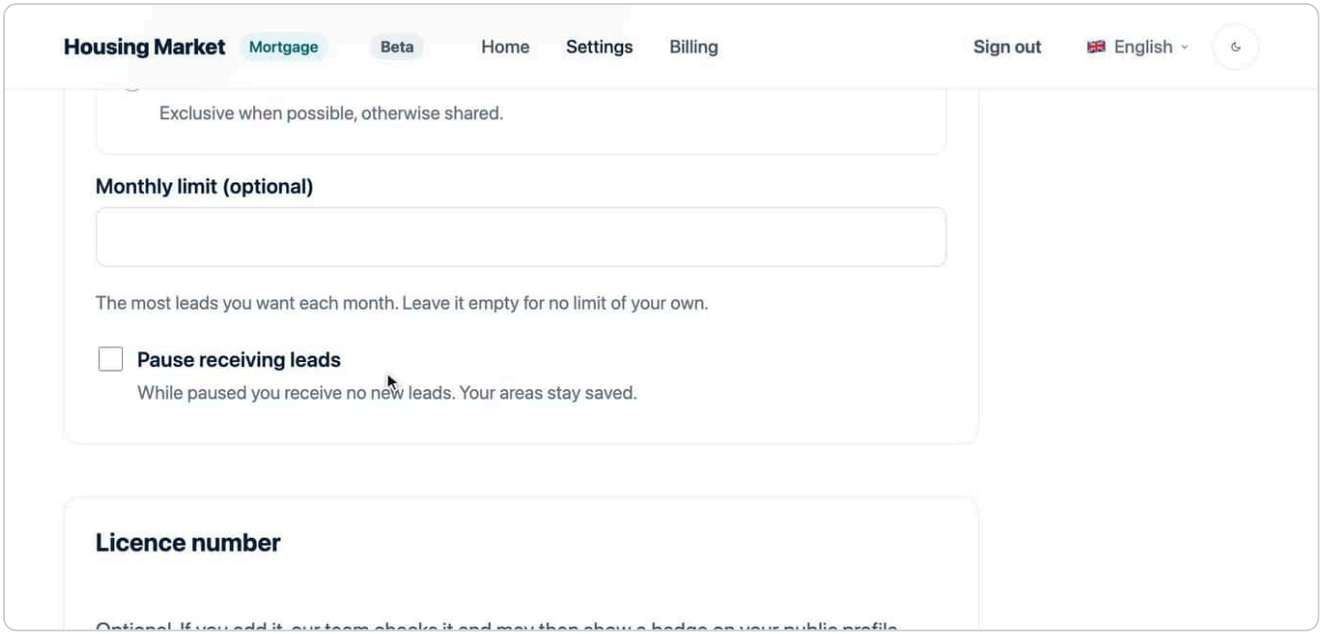


Figure 15.6 · Screen recorded 5 November 2026

RELATED HELP CENTER ARTICLES

How does a mortgage broker choose areas, receive leads and pay for them?	faq.housingmarketgroup.com/faq/how-does-a-mortgage-broker-receive-and-pay-for-leads

PART 4

Beta, New and Currently updating

16 What Beta, New and Currently updating mean

16 CHAPTER 16

What Beta, New and Currently updating mean

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STEP BY STEP

1 Housing Market Mortgage carries a small **Beta** marker in its header.

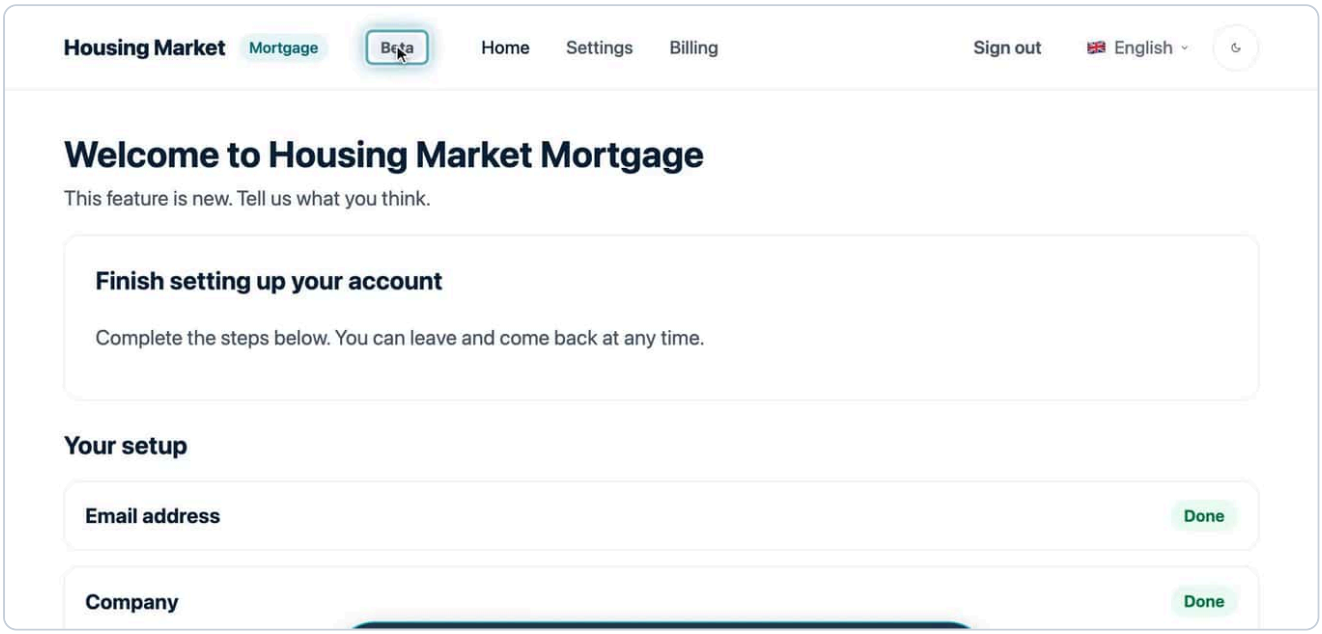


Figure 16.1 · Screen recorded 6 November 2026

2 **Beta** means the feature is **new and ready to use**. We want to hear what you think.

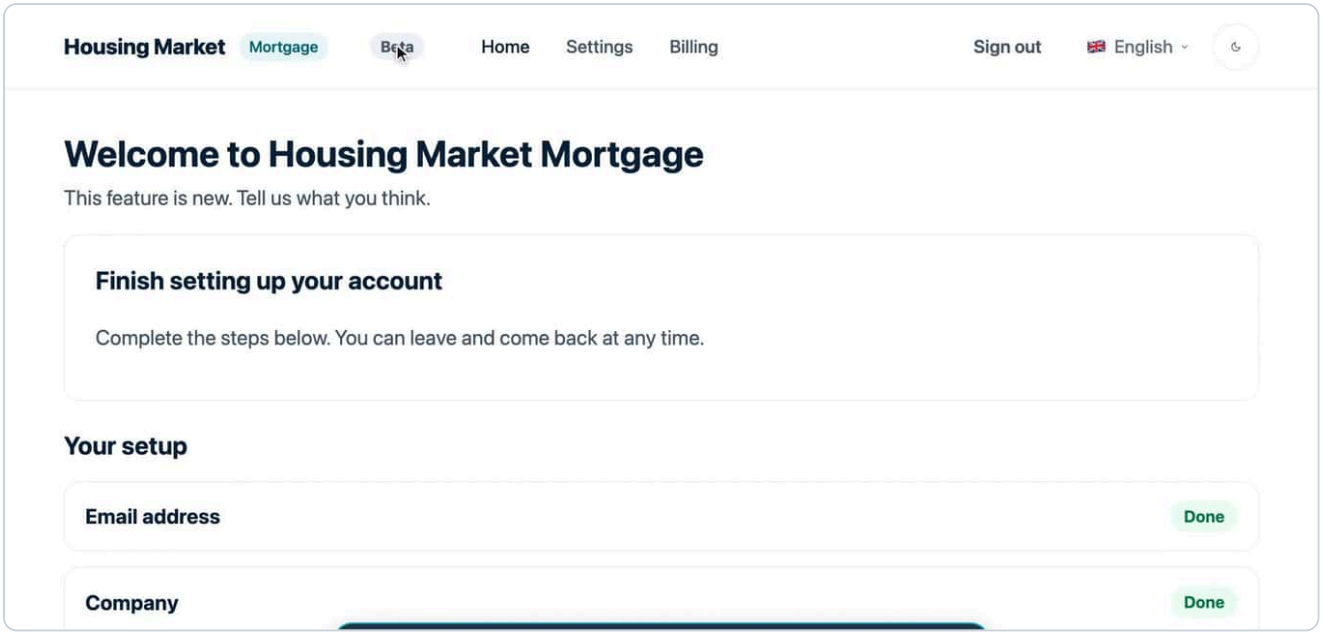


Figure 16.2 · Screen recorded 6 November 2026

3 **New** and **Updated** point out something that was just added or just changed.

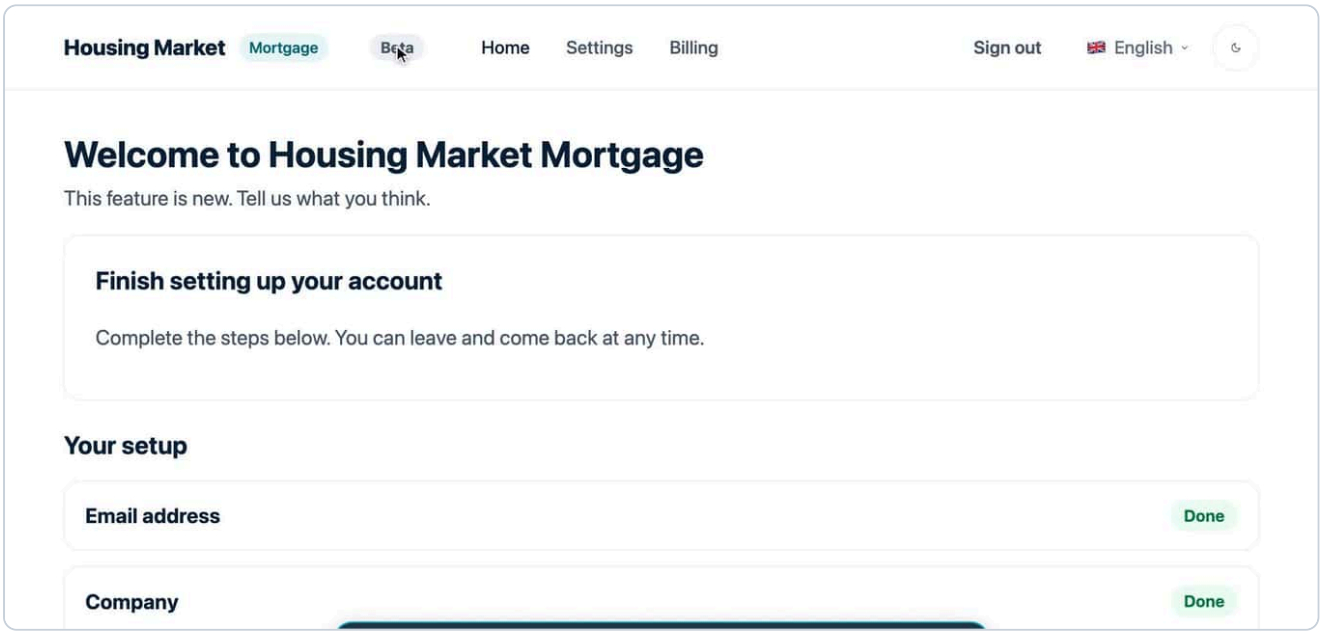


Figure 16.3 · Screen recorded 6 November 2026

4 **Currently updating** means a part is **not ready yet**. It will appear when it is.

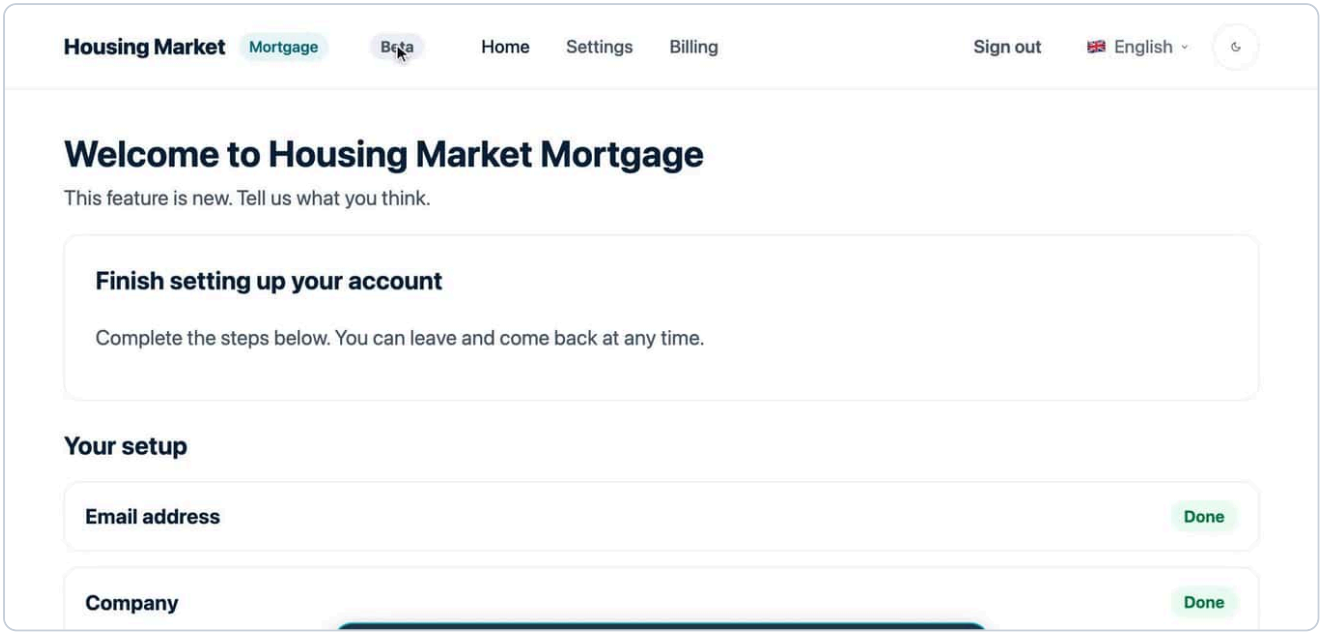


Figure 16.4 · Screen recorded 6 November 2026

5 The markers **go away by themselves** after a while. The feature stays exactly as it was.

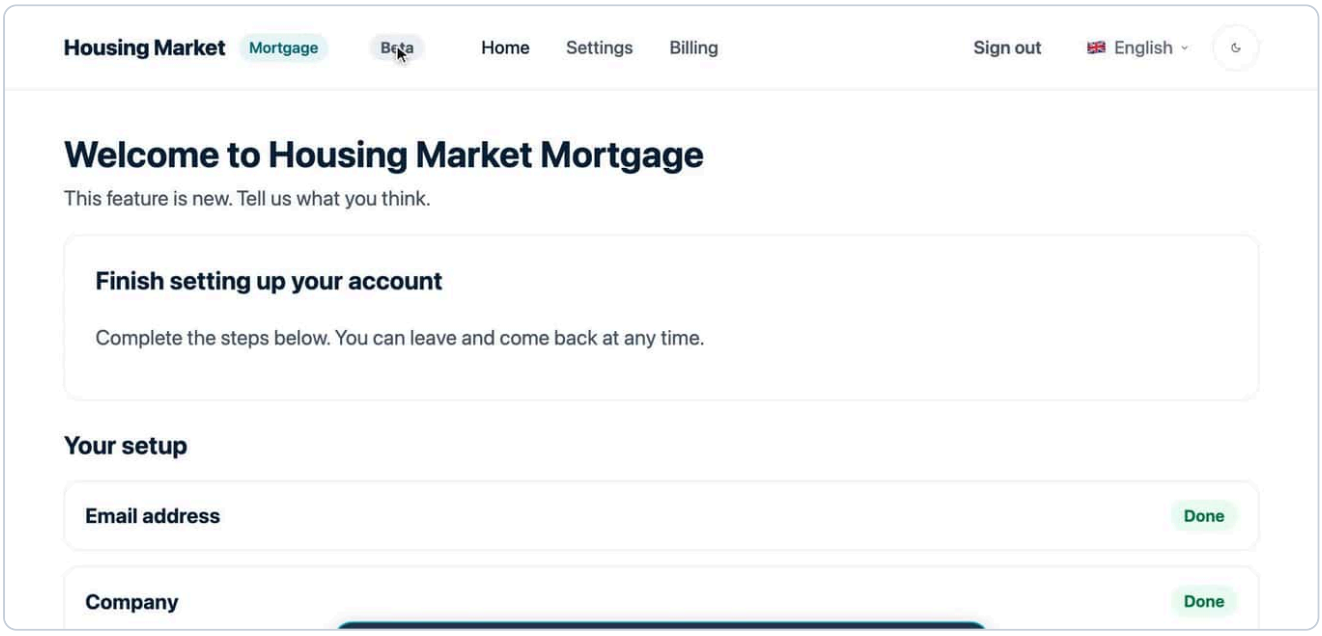


Figure 16.5 · Screen recorded 6 November 2026

6 You will see the same markers in **every Housing Market product**.

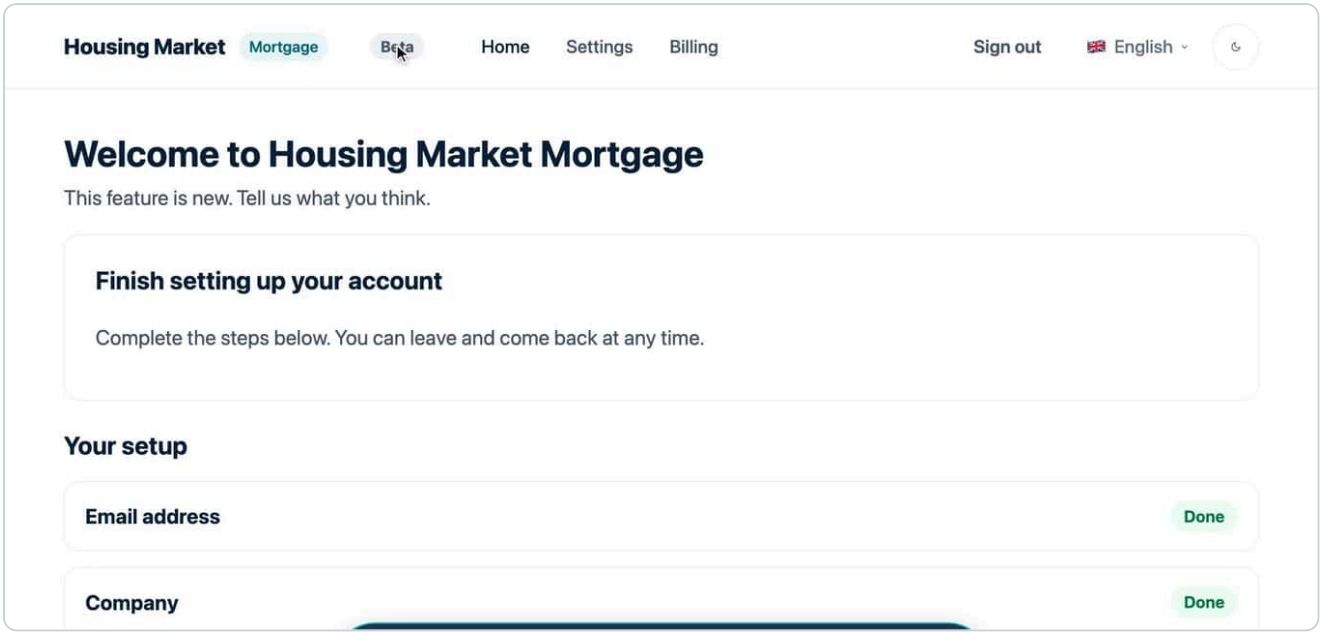


Figure 16.6 · Screen recorded 6 November 2026

Need more help?

Every chapter of this handbook is also a short video, and every explanation in it comes from the Help Center.

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Screens shown were recorded up to 6 November 2026; your screen may differ slightly after later releases.

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APAC Tower, 1319 Sukhumvit Rd, Prakanong, Watthana, Bangkok 10110, Thailand

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