

Mortgage to wealth: a guide to growth with The Openwork Partnership

Build a stronger, more valuable advice business with help from
The Openwork Partnership

For many mortgage firms, the motivation to offer wealth advice starts with a simple ambition – to do more for clients and build a more sustainable business. But the real opportunity runs deeper than that.

Expanding into wealth advice helps strengthen client relationships, create more predictable income for your business and build greater long-term value.

At The Openwork Partnership, we work with firms at every stage of that journey. And as Matt Jordan from The Openwork Business School explains, success comes not from rushing into wealth, but from approaching it in the right way.

Start with where you are

Every firm is different. Some are well-established mortgage businesses looking to evolve. Others are earlier in their journey but want to diversify quickly.

“One of the first things to understand, is that there’s no single starting point. Every firm comes with a different story, because they’re all trying to get to a slightly different place. The question I ask first is always: ‘where are you now, and what’s the next step from here?’”

That’s why the most effective transitions into wealth advice start with a clear understanding of your business, your clients, your ambitions, and your capacity to grow.



Matt Jordan

Head of Wealth Academy

Wealth advice is a different business model

It's natural to focus on qualifications if you're thinking of transitioning into a new advice area. Whilst they're important, they're only part of the overall picture.

“Very quickly firms realise that the real work, and the real success, comes way after the exams are passed.”

Adding wealth advice means shifting how your business operates. You'll move away from fleeting transactions towards long-term client relationships, ongoing service and income that grows over time rather than coming in short bursts.

“You might understand how your mortgage business works inside out, but when you move into wealth, all those numbers go out the window. It's a different style of advice and it needs to be planned properly.”

That means thinking beyond qualifications and focusing on how wealth advice will fit into, and enhance, your existing business.

Protect what you've already built

One of the biggest risks is trying to do too much too quickly. If your mortgage business is already successful, you don't want to disrupt that – you want to build on it.

“Business planning allows us to show firms what this really looks like before they commit, so they can grow without breaking what already works.”

Good planning helps you:

- Identify which clients are ready for wealth conversations.
- Avoid overstretching your team.
- Introduce new services in a controlled, sustainable way.

Develop your people, not just your offering

Expanding into wealth is as much a people decision as it is a business decision. Whether you're training existing advisers or bringing in new talent, wealth advice creates new career paths, deepens expertise, and increases engagement within your team.

“Mortgage businesses tend to be very flat. Wealth adds depth, career progression for your people and structure for the business.”

For many firms, this is one of the most powerful benefits. Adding wealth empowers your advisers to grow their skills and earning potential whilst making your business a more attractive place for people to work.



Build predictable, long-term value

Mortgage advice is often transactional. Wealth introduces something different: continuity.

“With wealth, you build recurring income that allows you to employ with confidence and create a business with predictable value, not just the value of the last mortgage written.”

That shift has a significant impact for business owners:

- More stable revenue.
- Greater confidence in hiring and investment.
- Stronger business valuation over time.
- Clearer succession planning options.

Wealth helps you earn more, but it also helps you build a more robust business and a clearer future.

Choose a path that fits your business

“We don't have a single route we point people to. We have the Wealth Academy, Route to Principal, Partnering for Growth, standalone qualifications and skills support.”

The right approach depends on your goals:

- Are you testing the waters or fully committing?
- Do you want to train existing advisers or introduce specialists?
- Are you focused on growth, succession, or both?

“It's not about turning up and buying programme. It's about understanding what you need, when you need it, and how that helps you move towards your goal.”



Move forward with clarity and confidence

Firms that succeed with wealth advice tend to have one thing in common – they understand what they're getting into before they start.

“People who do this on their own often learn by bumping their head, fixing problems after they've happened.”

But The Openwork Partnership helps you avoid the obvious pitfalls and sets you up for the best possible start in wealth.

“We want to signpost the risks in advance, ideally before firms even commit, so they're not hoping it works but understanding what's involved and how they'll deliver it.”

That clarity makes all the difference. It allows you to move forward decisively rather than cautiously.

Build a better business with The Openwork Partnership

Ultimately, moving into wealth advice is about building a stronger, more future-focused and resilient business with:

- Deeper client relationships.
- More resilient income.
- Greater opportunities for your people.
- And long-term, sustainable value.

As Matt summarises:

“Success is a transition that's smooth and controlled, where challenges aren't surprises and firms know there's support around them when they need it.

We don't want firms to survive the move into wealth – we want them to thrive, with the right support, at the right time, in the right way”

If you're thinking about how wealth advice could strengthen your business, The Openwork Partnership can help you take the next step with clarity and confidence.

