MS AWARDS 2027

Entry process & guidelines

The five stages below explain the journey from industry nominations to the announcement of winners at the Mortgage Strategy Awards.

1 Industry Nominations

We begin with nominations, open to the entire UK mortgage and protection industry, including lenders, advisers, networks, providers and individuals across the market.

During November, self-nominations enable firms to put themselves forward, while industry nominations allow peers, partners and clients to recognise excellence.

Nominations close: Friday 27 November 2026

2 Longlist Creation & Full Entry Submission

After nominations close, the Mortgage Strategy Awards team reviews every submission to confirm eligibility and category relevance.

From this review, a longlist is created in each category, identifying the entries that will progress to formal judging.

Longlisted nominees are asked to submit a structured full entry aligned to the official judging criteria. This enables judges to assess each nominee consistently, focusing on outcomes, performance, customer impact and market contribution.

Entry submission opens: Mid-December 2026

3 Expert Judging & Scoring

An independent judging panel, made up of experienced specialist lending professionals, reviews all full entries.

Each submission is scored individually against clear criteria, supporting an objective, transparent and robust judging process.

Judging begins: Early February 2027

4 Shortlist Announced

Following judging, the highest-scoring entries in each category are named on the official shortlist, announced publicly ahead of the Awards ceremony.

Shortlisted brokers and distributors are then invited to attend a short video interview with our judges.

Shortlisted lender entries are debated by an industry panel who will decide the winners.

Being shortlisted is a significant achievement, recognising excellence and success across the UK mortgage industry and putting outstanding individuals, teams and organisations in the spotlight.

Shortlist announced: Mid-February 2027

5 Winners Revealed

Winners will be announced at the Mortgage Strategy Awards ceremony on Thursday 20 May 2027.

The evening is dedicated to celebrating excellence, innovation and achievement across the UK mortgage industry.

Winners revealed: Thursday 20 May 2027