

**first direct**

It seems you can.

We've been deluged with new mortgage applications in the last few weeks – five times the usual number, in fact.

The overwhelming demand is understandable; our mortgages frequently top the best-buy tables and we were ranked 1st in the recent BBC Watchdog poll for customer satisfaction and recommendation.

But because the satisfaction of our customers ranks above everything else to us, we've decided to restrict availability to our existing customers as a temporary measure.

We'd rather concentrate on keeping them happy and clearing the backlog than taking on any new business at the moment.

Happily, the mountain of applications is already shrinking and we'll be back from May 1st with a new offer for both existing and new customers.

By popular demand, as they say.

**first direct**

Black & white banking

**firstdirect.com**  
**0800 24 24 24**

Member HSBC  Group

**Can you ever  
be too popular?**