

# Why relationships still win in lending with Andy Reid

## Podcasts

24.03.25

In this episode of [NRG Resourcing](#), Marcus Nanson speaks with Andy Reid, Sales Director at TAB, about how relationship-building continues to drive success in specialist lending. Drawing on his 20-year career in financial services, including his pivotal role in developing TAB's client-focused sales approach. Andy offers a grounded perspective on what sustains businesses in a competitive, rate-sensitive market.

Here is what you can expect...

### **Why relationships still close more deals than rates**

Examining the enduring competitive advantage of trust-based client partnerships in a price-sensitive market.

### **The mindset needed to survive (and thrive) in sales**

Practical approaches to maintaining resilience and motivation through market cycles.

### **How to build a career you actually enjoy**

Strategies for finding professional fulfilment while navigating industry pressures.

### **Leadership, resilience and mentoring the next generation**

Insights on developing talent and sustaining company culture during periods of growth.

The conversation offers financial services professionals a balanced perspective on combining relationship fundamentals with contemporary business demands.

You can listen to the podcast on Spotify here: [NHG Insights Spotify](#)

**Capital is at risk.** Property values can go down as well as up. Borrowers may default and investments may not perform as expected. Interest and income are not guaranteed. Returns may vary. You should not invest more than you can afford to lose. TAB is not authorised by the Financial Conduct Authority. Investments are not regulated and you will have no access to the Financial Services Compensation Scheme (FSCS) or the Financial Ombudsman Service (FOS). Past performance and forecasts are not reliable indicators of future results and should not be relied on. Forecasts are based on TAB's own internal calculations and opinions and may change. Investments are illiquid. Once invested, you are committed for the full term. Tax treatment depends on individual circumstances and may change.

You are advised to obtain appropriate tax or investment advice where necessary. Understand more about the key risks [here](#).

TAB is a trading name of TAB London Limited. Registered in England and Wales with registration number: 11225821 and whose registered office is at 101 New Cavendish Street, London W1W 6XH.