

News Release

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Mortgage Brain's 'Broker 2 Consumer' sourcing system now live

Mortgage Brain, the market leading mortgage technology solutions provider, has announced that its revolutionary **Broker 2 Consumer** (B2C) mortgage search and enquire 'plug in' system is now live and available to all intermediaries.

The new and innovative consumer facing sourcing system, Mortgage Brain **Broker 2 Consumer**, is designed for use within a brokers' website and will allow their customers to quickly and easily source, compare and enquire about mortgages that best suit their needs.

Powered by the same technology as the **ALL NEW** MortgageBrain, the new **Broker 2 Consumer** system offers intermediaries the opportunity to generate increased business levels by offering a comprehensive online mortgage search and selection capability from their website.

Mark Lofthouse, CEO of Mortgage Brain, comments, "We're delighted to announce that the new Mortgage Brain **Broker 2 Consumer** system is now live. Brokers are now able to offer their customers mortgage search and selection capabilities that are, in my opinion, much better than those available on comparison sites.

"Brokers will find that the system has been set out specifically with the consumer in mind. It doesn't complicate the search and enquire process with the use of technical jargon, for example, and it offers the quickest customer facing search process available, requiring a minimum of four questions to be completed to receive search results. Importantly, brokers are notified when a customer has requested contact and all leads are delivered securely and meet the data protection requirements,"

Mortgage Brain **Broker 2 Consumer** offers personalised best buy tables and will allow consumers to carry out an initial search which can then be refined to quickly and easily identify the best mortgage to meet their needs.

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The system is available as a customisable 'plug in' built to fit seamlessly into an existing website's design and colour scheme.

"Like our all new sourcing system for intermediaries", adds Mark. "Mortgage Brain **Broker 2 Consumer** delivers capabilities that are simply not available anywhere else and is set to take the capabilities that brokers can offer on their web site to the next level."

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NOTES TO EDITORS

About Mortgage Brain Limited

- Mortgage Brain Limited is the most widely used and preferred provider of point-of-sale, compliance, mortgage sourcing and electronic trading products and services for mortgage intermediaries.
- MBL Holdings, formed in 1986, is jointly owned by Abbey (Including Alliance & Leicester), The Lloyds Banking Group (including C&G, Halifax, Bank of Scotland, Lloyds TSB Scotland, Intelligent Finance, Birmingham Midshires), Nationwide (including The Mortgage Works), Northern Rock, Royal Bank of Scotland (including NatWest) and Barclays Woolwich.
- The consortium of six owners, together with their subsidiaries, collectively account for in excess of 65% of the new business mortgage market within the UK.
- MBL Holdings currently has over 26,000 users of its products and services.
- Mortgage Brain is a Microsoft Gold Certified Partner.

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