

## News Release

June 22, 2009

# Hundreds of SimplyBiz advisers switch to Mortgage Brain

Mortgage Brain, the market leading mortgage technology solutions provider, has seen hundreds of SimplyBiz Mortgages' advisers migrate to it's suite of technology.

SimplyBiz, the UK's fastest growing financial services support company, announced last month that it was offering Mortgage Brain's technology systems free of charge throughout 2009. Since then over 400 advisers have selected Mortgage Brain as their exclusive mortgage technology provider to support their business.

SimplyBiz advisers are now using Mortgage Brain's flagship sourcing system to enable them to conduct a quick, yet comprehensive, whole-of-market mortgage search and selection process to identify the best products to meet their client's needs.

The Key, Mortgage Brain's market-leading point-of-sale and back office solution, is also being used to control and manage the entire mortgage process from initial contact and fact find through to product sourcing, client management and seamless integration with insurance and protection companies.

With a further systems integration with the Mortgage Trading Exchange (**mte**), SimplyBiz Mortgages' members also have instant access to the industry's only true common trading platform and are now able to electronically complete and submit AIPs and Full Applications to lenders accounting for circa 70% of all mortgages sold.

Mark Lofthouse, CEO of Mortgage Brain, comments, "We're delighted to see so many SimplyBiz advisers making the switch to Mortgage Brain so soon. It's testament to our systems' capability, reliability and the credibility they have in the market place. We're proud to be working with SimplyBiz in its drive to deliver the best systems to support its advisers with their point-of-sale, mortgage sourcing and electronic trading needs."

**More/...**

Philip Holroyd, Managing Director of SimplyBiz Mortgages commented, “The offer of a free Mortgage Brain package is another way in which SimplyBiz has demonstrated its support to its member firms by offering products that improve their service proposition and bottom line profitability. Our strategic partnership with Mortgage Brain has clearly delivered real business benefit to members.”

- **Ends** -

## **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, 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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