



News Release

August 17, 2010

Ingard Financial selects the Key

Ingard Financial, a leading independent financial services network, has exclusively selected the Key, Mortgage Brain's market leading point-of-sale and compliance system, as its preferred business management solution for itself and its members.

Ingard Financial's Appointed Representatives and Company Representatives will use the Key to enable them to effectively conduct all aspects of the mortgage sales and compliance process from initial contact and fact find through to product sourcing and client management.

The system will also provide commission reconciliation and full integration with Mortgage Brain, the Mortgage Trading Exchange and third party insurance and protection companies.

Nikki Haworth, Sales & Marketing Director at Ingard Financial, comments, "The Key is widely regarded as one of the most comprehensive business management solutions available. Its compliance functionality, which far exceeds the FSA's Treating Customers Fairly requirements, coupled with its unrivalled software integration capabilities is second to none and we're sure it will play a huge role in streamlining the mortgage advice and sales process for our members."

The Key provides market leading front end point-of-sale and compliance solutions coupled with full back office support including sales pipeline, commission management, reporting and compliance monitoring.

"The Key is the industry's fastest growing CRM solution used by thousands of intermediaries", comments Mark Lofthouse, CEO of Mortgage Brain. "The widespread adoption of the system – its user numbers and its market penetration - has clearly made it the brokers' choice for a fully integrated business management solution and we're sure that it will not only meet but exceed expectations for Ingard's 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.

About The Key

- The Key was acquired by Mortgage Brain in May 2006 and substantial investment has occurred and is planned following its integration within the company.
- The Key was launched to the market in 2005 and offers mortgage intermediaries the best and most comprehensive point-of-sale, compliance and business management capability.
- The Key was developed to deliver a single technology solution to meet the needs of a mortgage intermediary's business and is integrated with the market leading sourcing systems and the Mortgage Trading Exchange, the only true electronic trading platform.

For further press information, please contact:

Damion Clark at the Key Press Office. **Tel:** 01223 492130 or 07789 911314

Email: damion@realpublicrelations.com

For all other enquiries, please contact:

Mark Lofthouse, CEO of the Key. **Tel:** 01527 557203 or 07776 143 056

Email: mark.lofthouse@mortgage-brain.co.uk