

## New website offers insight into lead generation

Mortgage Brain, the market leading mortgage technology solutions provider, has launched a new website for its **Broker 2 Consumer 'insight'** product and support service range.

The new site, ([www.b2c.mortgage-brain.co.uk](http://www.b2c.mortgage-brain.co.uk)), features a range of easily accessible product solutions and downloads designed to give brokers and IFAs all the tools and support they need to create a professional online presence and increase their sales potential by targeting consumers directly.

A host of broker and IFA specific website design solutions are available, which can be fully customised and include a number of whole-of-market mortgage calculators, Best Buy Tables and a comprehensive consumer facing mortgage sourcing capability.

The site also offers a range of lead generation website plug-ins and specialist solutions for brokers and IFA firms that already have a website as well as a free mortgage marketing e-booklet, which offers a detailed insight and a number of tips to generate better leads and sales results.

Mark Lofthouse, CEO of Mortgage Brain, comments, "Consumers' purchasing habits are changing rapidly with more and more moving towards web based mortgage research and application and intermediaries now need more support than ever to give them everything they need to continue to provide the best possible service to their clients.

"Our new **'insight'** website provides helpful information about our extensive range of consumer led e-commerce solutions as well as a range of downloads and marketing tips, which can be adopted and applied to make a broker's business work better and smarter in an increasingly competitive marketplace."

**More/...**

For more information visit: [www.b2c.mortgage-brain.co.uk](http://www.b2c.mortgage-brain.co.uk).

- 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 Barclays Woolwich, The Lloyds Banking Group, Nationwide, Northern Rock, Royal Bank of Scotland and Santander.
- 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 Silver Certified Partner and has won a number of industry awards including the 2010 and 2011 Mortgage Strategy 'Best Technology Provider' Award, the Pink Service Award for 'Best Technology Provider', and 'Technology Advocate of the Year' at the 2010 British Mortgage Awards.

#### **For further press information, please contact:**

Damion Clark at the Mortgage Brain Press Office.

**Tel:** 07789 911314

**Email:** [damion@realpublicrelations.com](mailto:damion@realpublicrelations.com)

#### **For all other enquiries, please contact:**

Mark Lofthouse, CEO of Mortgage Brain.

**Tel:** 01527 557203 or 07776 143 056

**Email:** [mark.lofthouse@mortgage-brain.co.uk](mailto:mark.lofthouse@mortgage-brain.co.uk)