

The Key rolls-out new CRM system

The Key, Mortgage Brain's point-of-sale, compliance and CRM system, is rolling out a new version of its market leading, fully integrated business management solution.

The new system (the Key v3.6) benefits from a host of new features including an enhanced lead management and recording function, enhanced product selection capabilities, a new workflow task configuration to improve ease of use, and seamless integration with Mortgage Brain's consumer facing sourcing system, Mortgage Brain **Business 2 Consumer (B2C)**, which enables an automatic import and pre-population of new business leads.

Available now to all mortgage intermediaries, the new system is an enhanced version of the hugely popular and most widely used CRM solution in the industry and has been developed to offer greater functionality, increased integration and a fast, efficient and compliant, start-to-finish mortgage sales process.

Mark Lofthouse, CEO of Mortgage Brain, comments, "The Key continues to go from strength to strength; its success, widespread adoption and continuous growth in user numbers is absolutely fantastic and we're sure that the new features and functionalities in this latest version will add to its winning formula among new and existing customers.

"The system's integration with our innovative consumer facing sourcing system, **Broker 2 Consumer**, for example, means that new business leads generated from the search and enquire function via a broker's website will be pre-populated into the Key so that the follow-up sales process can be managed efficiently and, importantly, compliantly."

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Like the previous version, the Key v3.6, provides market leading front end point-of-sale and compliance solutions with full back office support including sales pipeline, commission management, reporting and compliance monitoring.

With over 6,000 contracted users, the Key is the most widely used CRM and back office solution in the mortgage and protection markets. Tailored and configured for use in a diverse range of organisations, the system encompasses one of the most comprehensive, yet easy-to-use, point-of-sale and CRM platforms.

By using the system, mortgage intermediaries can effectively conduct all aspects of the sale and compliance process including IDD, fact finds, needs analysis and reasons for recommendation; as well as commission reconciliation, full integration with all leading mortgage, insurance and protection portals, data warehouse and pro-active compliance monitoring and management.

- Ends -

NOTES TO EDITORS

About The Key

- The Key was acquired by Mortgage Brain in May 2006 and substantial investment has and continues to occur 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.

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.

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