

Aldermore adopts Mortgage Brain technology for advised sales

Aldermore, a British challenger bank, has become the first lender to adopt Mortgage Brain's new Lender Retail point-of-sale solution to support its mortgage advice and sales process.

As part of the agreement, Aldermore's retail mortgage advisers will be using Mortgage Brain's new point-of-sale solution, a Lender Retail version of the Key, its award-winning CRM and compliance system, which has been specifically configured to support the new MMR retail sales process.

By using the new system, Aldermore's advisers can effectively conduct all aspects of the retail mortgage advice and sales process, including IDDs, fact finds, needs analysis and reasons for recommendation; as well as pro-active compliance monitoring and management.

Charles Haresnape, Managing Director, Aldermore Mortgages, comments, "By partnering with Mortgage Brain and adopting its technology solutions our retail mortgage advisers can, under the new MMR rules, discuss the mortgage needs of customers choosing to come direct to us with the support of market-leading technology and compliance solutions."

Mark Lofthouse, CEO of Mortgage Brain, adds, "Aldermore has built an enviable reputation for its fresh and dynamic approach to banking and we welcome its endorsement of our technology to support its retail mortgage business.

"Our new Lender Retail point-of-sale solution is built on a tried and tested platform which has won a hat-trick of awards and we're sure that it will not only meet but exceed expectations for Aldermore's advisers."

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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 Barclays Woolwich, The Lloyds Banking Group, Nationwide, Virgin Money, 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, 2011 and 2012 Mortgage Strategy 'Best Technology Provider' Award, the Pink Service Award for 'Best Technology Provider', and 'Technology Advocate of the Year' at the 2010, 2011 and 2012 British Mortgage Awards.

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